

Southern BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



Plaques Presented to Assn. Presidents in Carolinas

... page 88

11,500 COPIES THIS MONTH

Traffic Up 30% in Texas for Remodeled Store

page 34 ...

ASSOCIATION ADDRESSES PAGE 85



Florida Jalousies Ventilate the Americas

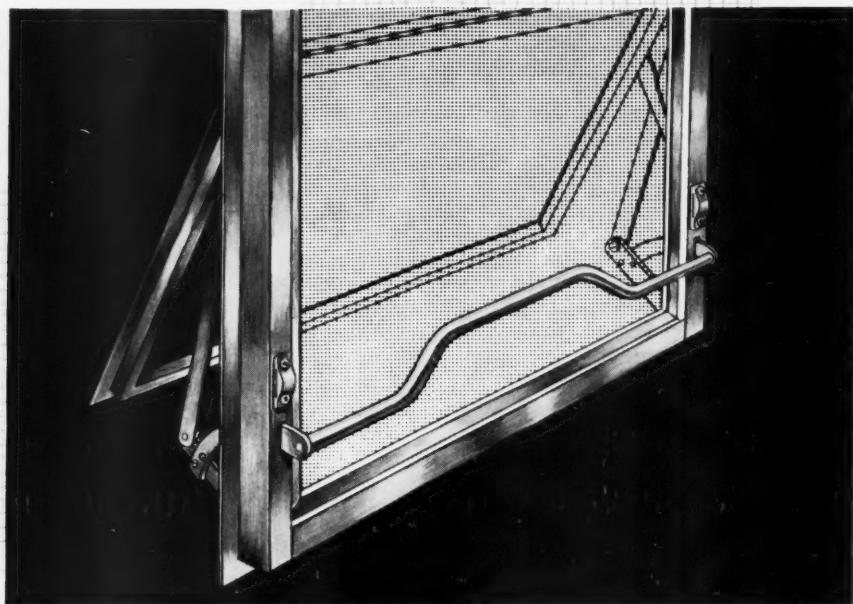
... page 35

CONTENTS OF ISSUE ON PAGE 29



PLUS FEATURES

MAKE ALL ALUMINUM MIAMI WINDOWS SELL FAST!

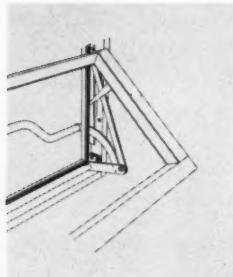


VENTILATION—You get indirect ventilation through horizontal vents.

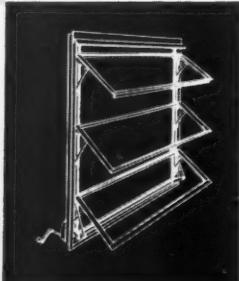
CLOSING—Triple metal to metal contact *Plus* weatherstripping insures positive weathertight closing.

IN LARGE INSTALLATIONS—Optional Balance Bar Operator is the only *push out* type window operator made that permits interchangeable screens or storm sash.

LIFETIME BEAUTY—Every All Aluminum Miami Window is acid dipped and lacquered. Stays clean and new looking for life.



SEE OUR CATALOG
IN SWEET'S FILE



DEALERS • DISTRIBUTORS:

*There are still a few areas open.
Write, wire or phone Dept. SBS-6 for
further information.*



MIAMI WINDOW CORPORATION—Dept. SBS-6
Executive Office • 5200 N.W. 37th Ave., Miami, Fla.

Please Rush Information (Check One)

I am a: Distributor Dealer Other

Name

Address

City, State

MIAMI WINDOW CORPORATION

5200 N. W. 37th Avenue, Miami, Florida

Miami Window Corporation of Mississippi, Key Field, Meridian, Miss.
Miami Window Co., N. E., 2077 Elmwood Avenue, Warwick, R. I.
Miami Window Corporation of Panama, Box 923, Panama, R. P.

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LUMBER, PLYWOOD, AND DOOR DISTRIBUTORS

We Maintain Large Stocks of Both Lumber and Plywood in Many Species of Wood from the U.S.A. and Abroad. Among the Items Available for Immediate Shipment Are:

MAHOGANY

We are specialists in British Honduras, Philippine and African Mahoganies.

LUMBER

Tough Ash	Hard Maple
American Black Walnut	Birch
Aromatic Cedar Lumber and Closet Lining	Prima Vera
Long Leaf Pine	Red Gum
	Poplar
	Red and White Oak

PLYWOOD

Birch	Oak
Gum	Walnut
Mahogany	Fir
Fir Plyweave	Virola (Banak)

DOORS

Flush and Entrance Doors
Fir — Birch — Gum — Mahogany

PANELING

Philippine Mahogany	Redwood
Knotty Pine	Fir Driftwood
Cypress	Fir Ridgewood

WESTERN LUMBER

Ponderosa Pine	Redwood Lumber &
Kiln-Dried Fir	Siding
	Western Red Cedar

DECORATIVE PLASTICS

Panelyte—For Commercial Installation and Shop Fabrication 1/16" thickness Wood Grains Now Available

Arborite—For On-Job Application 1/8" thickness

TIDEWATER RED CYPRESS

Boat Stock	Dressed Finish
4/4 to 12/4	No. 1 Shop and Better

FLOORING

Oak Block and Strip
Maple and Beech Strip
Industrial and Block-On-End Flooring

Dixie Lumber Co., Inc.

8201 FIG STREET
NEW ORLEANS 18, LA.
Telegraphic Address WUX-DIXIE
Telephone WALnut 9500

what do YOU need in metal mouldings?

MORE THAN 400 SHAPES TO CHOOSE FROM IN
THE SUPERIOR LINE—AVAILABLE THROUGHOUT U. S.

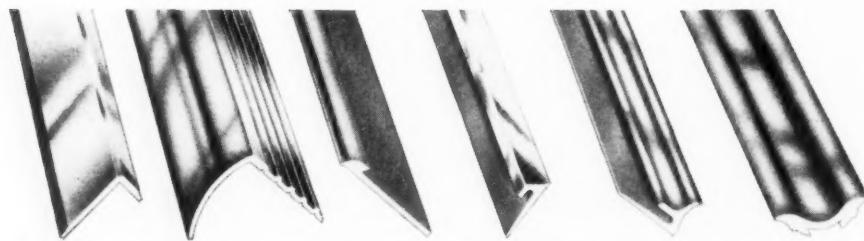
IF YOU ARE A DEALER—and you don't stock Superior Mouldings, ask your distributor for information or write direct to Youngstown Mfg. in Atlanta, Georgia, or Hollywood, Florida.

IF YOU ARE A DISTRIBUTOR—and you want to consider the Superior Moulding line, write to Youngstown Mfg. in Atlanta, Georgia, or Hollywood, Florida, for informative information.

IF YOU ARE A CONTRACTOR—and you cannot buy Superior Mouldings direct from local sources, write to Youngstown Mfg. in Atlanta, Georgia, or Hollywood, Florida.

IF YOU ARE A BUILDER—check your local sources for Superior Mouldings or write direct to Youngstown Mfg. in Atlanta, Georgia, or Hollywood, Florida.

IF YOU ARE A USER—you will find most local dealers do stock Superior Mouldings. If not, send inquiry direct to Youngstown Mfg. in Atlanta, Georgia, or Hollywood, Florida.



NOSINGS

Full range of widths, plain faced and grooved.

STAIR NOSINGS

Overlap (illustrated); Butt Type; Underslung.

EDGINGS

Sink and Doorway (illustrated); Butt Type; Carpet; Overlap and Reversible.

CAP MOULDINGS

Bevel Top (illustrated); Flat Top; full range of sizes.

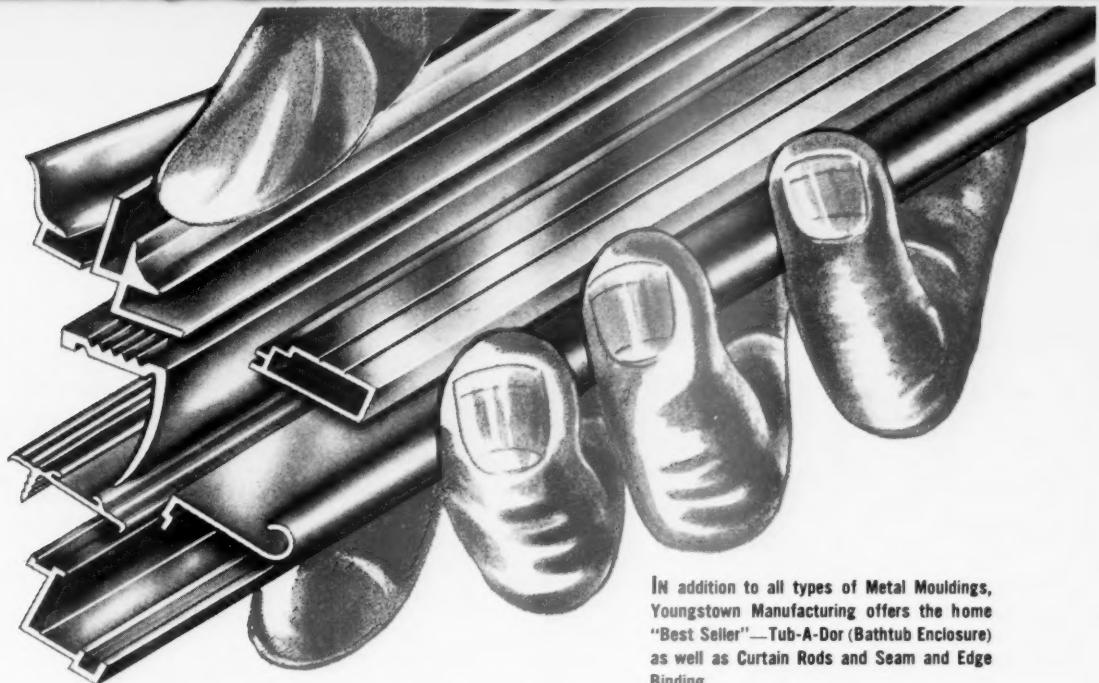
COVES AND BATHTUB EDGINGS

Complete range of sizes.

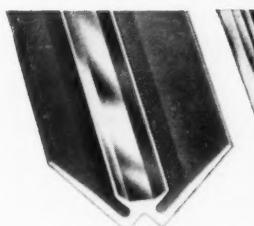
COVES

Applied after; full range of sizes.



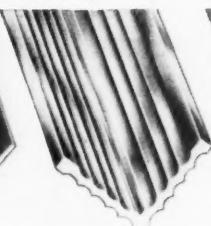


IN addition to all types of Metal Mouldings, Youngstown Manufacturing offers the home "Best Seller"—Tub-A-Dor (Bathtub Enclosure) as well as Curtain Rods and Seam and Edge Binding.



CORNERS

Applied after or before; both inside and outside.



ANGLES

Many widths and thicknesses; plain and fluted.



CHANNELS

Plain and fluted; many sizes.



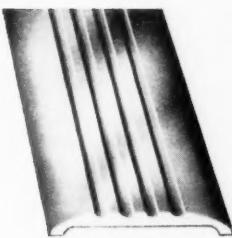
FLAT AND BAR STOCK

Available in many standard sizes.



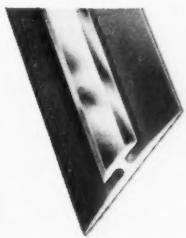
PANEL STRIPS

Plain or fluted; all sizes.



THRESHOLDS

Interlock; plain face or fluted.



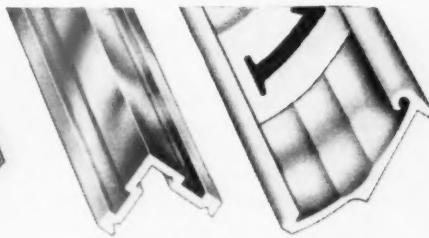
DIVISION BARS

Complete range of sizes.



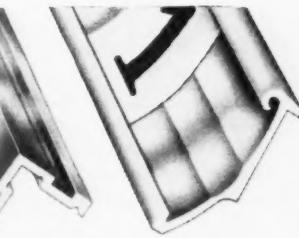
TUB EDGINGS

Applied after or before; complete range of sizes.



WALL TRIMS

Several designs; applied after or before.



PRICE TAG MOULDING

Patented moulding illustrated; many other designs available.

YOUNGSTOWN MANUFACTURING, INC.

66-76 S. Prospect St. . Youngstown 6, Ohio

ATLANTA, GEORGIA

363 W. PEACHTREE ST., N. E.

HOLLYWOOD, FLORIDA

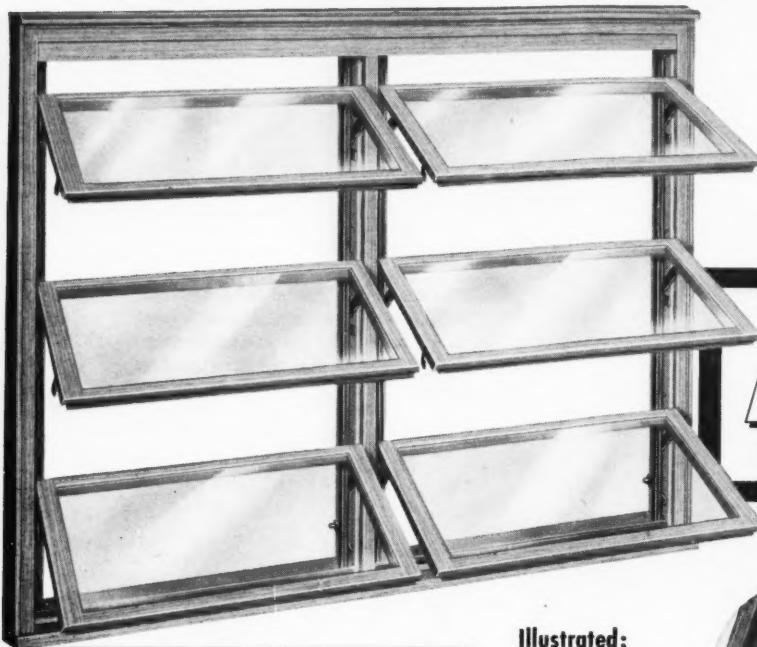
2334-2336 HOLLYWOOD BLVD.

SUPERIOR
ALUMINUM
EXTRUSIONS

Introducing

THE NEW

"Kind-to-Women" WINDOW



Easy to open...
close...and clean
from *Inside!*

Thrif-T

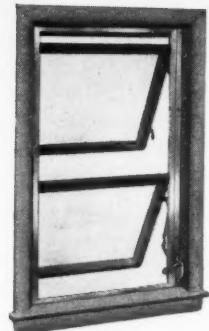
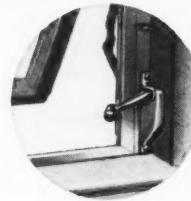
E-Z-VENT
Wood Awning Window Unit

Illustrated:

Above: Exterior of 3-Vent Twin

Right: Interior of 2-Vent Single

Center: Operating Handle



E-Z-VENT

*Has all the window features
that sell and help sell homes!*

- Beautiful—Inside and Outside Twins, Triples and Quadruples Have One Continuous Piece—Head Casing, Drip Cap and Main Sill, streamlined Mullions
- Aluminum Hardware Completely Concealed (Operating Arms Steel)
- Easy, Foolproof Operation
- All-Weather Ventilation Control
- Easily Cleaned from Inside
- Locks Securely, Weather-tight
- Lifetime Weatherstripping
- Easy, Quick, Economical to Install
- Glazed Plain Glass, Bedded in Putty
- Made for Thermopane or Twindow

CONSTRUCTION FEATURES:

SASH—1 3/4" thick, glazed plain glass bedded in putty or open for Twindow or Thermopane.

FRAME—Complete for all standard types of wall construction. *NO EXTRAS TO BUY!*

Extra-wide Casings provide ample nailing.

Frame and sash of Ponderosa Pine—treated for long life.

Hardware—Aluminum—no cross-operating shaft. All operating hardware covered by an attractive Aluminum face plate, our exclusive design. No exposed hardware on outside when sash are closed. Screen—Aluminum, with 18 x 14 mesh wire.

E-Z-VENT saves time and money on installation. And the sales clincher is *ease of operation and cleaning from inside!* It's "Kind to Women!"

Get all the facts about making E-Z-VENT—the New Quality Leader—your Sales Leader. Write for name of nearest jobber—today.

ROACH & MUSSER COMPANY
MUSCATINE, IOWA
Mfrs. of Thrif-T Woodwork for the Home



HELPFUL Booklets FREE

12. Installment Financing. Concise new handbook and guide explains system based on FHA Title 1 and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris St., N.W., Atlanta 3, Ga.

18. Exterior Plywood. "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories, 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

32. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for

windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

36. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

40. Ideal Millwork. Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

42. Thresholds. Twelve types of aluminum thresholds available. Aluminum weatherstrip or spring bronze to match. Asbestos siding trim available in aluminum and zinc metal. Write for descriptive literature and prices. Southern Metal Products Corp., 921 Rayner St., Memphis, Tenn.

44. Material-Handling Equipment. A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

46. Hollow-Core Doors. Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking wind-proof feature of Ruberoid Double-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Co., 500 Fifth Ave., N. Y. 18, N. Y.

50. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Co., Milledgeville, Ga.

64. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Co., Chattanooga Bank Bldg., Chattanooga 2, Tenn.

66. Plastic-Finished Panels. A new 8-page, full-color catalog shows Marlite plastic-finished wall and ceiling panels and other Marlite products. It shows solid colors in various colors and scorings, plus the variety of wood and marble finishes. Marlite Wall Products, Inc., Dover, Ohio.

(Continued on page 7)

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

Gentlemen:
Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

12	14	18	26	28
32	36	40	42	44
46	48	50	60	64
66	76	86	88	96
98	100	102	106	118
126	132	144	148	150
152	154	158	160	162
164	166	168	170	172
201	203	205	207	209
211	213	215	217	219
221	223	225	227	229
231	233	235	237	239
241	243	245	247	249
251				

Everybody, needs nails!

DISPLAY THEM WHERE
THEY'LL BE SEEN . . .



DIXISTEEL NAILS ARE MADE TO SELL

DIXISTEEL Nails have maximum strength and greater bend resistance. Heads are accurately centered, won't fly off. Points are clean cut and sharp—penetrate easier. That's why they *sell better*.

Full range of sizes and finishes available.



LEAD HEAD NAILS

The DIXISTEEL Lead Head Nail is the ideal roofing nail to sell. It builds customer satisfaction; builds profits for you.

The DIXISTEEL Lead Head Nail never loses its head! It won't fly off when driven or as a result of contraction or expansion of the roofing.

Order from your wholesaler now. Free samples on request!

You may be letting extra profits slip by because you are keeping your nails where customers can't see them.

Put some cartons of DIXISTEEL Wire Nails and Brads out where your customers can see them and they will *buy* them on the spot.

The red, yellow and black DIXISTEEL packages are real eye-catchers—natural reminders to *buy*.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and *watch your profits grow!*

DIXISTEEL

TRADE MARK
ATLANTIC STEEL COMPANY

ATLANTA, GEORGIA

76. Insect Screen. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

86. Wood Preservative. Descriptive literature tells the story of treating lumber against termites and decay with Penta-Preservative and Penta WR. Actual photographs compare treated and non-treated woods and show how preservatives reduce swelling and checking. The Chapman Chemical Co., Memphis 3, Tenn.

88. Asbestos-Cement Building Products. Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Penn.

96. GPX Plywood. New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Co., 270 Park Ave., N. Y. 22, N. Y.

98. Ideal Bathroom Cabinets. Catalog shows cabinets in 18 designs and a wide range of sizes, including chrome-plated, fluorescent - lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

100. Tension Screens. Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Company, South Ave., Hanover, Pa.

102. Stanley Electric Tools Catalog. A new 96 page catalog by Stanley Electric Tools, Division of The Stanley works gives full descriptive information on the complete Stanley line of portable electric tools for working in wood or metal. Included are such typical items as Stanley Safety Saws, electric planes, portable routers, tool sharpening grinders, electric drills, and many others. Stanley Electric Tools, 300 Myrtle Street, New Britain, Conn.

106. National Lockset. Catalog illustrating and describing the complete Series "410" National Lockset line. Locksets are reproduced in full color. Installation instructions, cross-sectional drawings and available finishes are included. Special cutaway drawing points up specific advantages and functions. The National Lock Company, Rockford, Illinois.

118. Metal Siding Trims. Illustrated sales sheet and price list gives descriptions of rust-proof trims used for outside corners, inside corners, door and window trim, and drip cap for use over windows and doors. States dimensions, carton content, and dealer's net cost per 1000 feet,

and gives illustrations of siding trims in use. National Guard Products, Inc., 540 Jackson Ave., Memphis, Tenn.

126. Asphalt Products. The Certain-teed Products Corp., 120 East Lancaster Avenue, Ardmore, Pa., has issued a new 32-page, 4-color catalog for its asphalt roofing and siding. It contains 90 pictures of Certain-teed's color blends and solid shades.

132. Completely Concealed Sash Balance. A two color folder which gives details of design, construction and operation of Hidalift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many exclusive features of this completely concealed sash balance. The Turner & Seymour Mfg. Co., Torrington, Conn.

144. "Porch Enclosures" — A new descriptive four page booklet showing the uses of Jalousies, features many photos of Jalousie installations that will spark ideas in the minds of home-owners who want to add more living space by enclosing their screened porches for year-round living. Before and after pictures vividly demonstrate the advantages of using Ludman Windo-Tite Jalousies for practical beauty plus year-round comfort. Ludman Corp., Jalousie Div., P. O. Box 4541, Miami, Fla.

148. Wood Preservatives. Illustrated literature, technical bulletins on application, newspaper advertising mats, counter display shipping cartons and price lists are available on PENTACHLOROPHENOL wood preservatives. Wood-Treating Chemicals Co., 5137 Southwest Ave., St. Louis 10, Mo.

150. Ponderosa Pine. 72-page book describes properties, uses and grades. Shows actual pictures of representative pieces in each grade. Lists recommended grades for various uses and standard manufactured sizes. Western Pine Association, Yeon Building, Portland 4, Oregon.

152. Louver Windows. Catalog sheets describe and show detailed sketches of Pro-Tect-U glass louver windows. It shows installation details in frame, brick veneer, and 8-inch masonry construction. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

154. Masonry finishes in colors. Color card for mineral coating that stops water and beautifies all masonry in a variety of colors and white. To-the-point color card gives coverage information for this water mix, easy to use, masonry finish. American STA-DRI Company, Brentwood, Maryland.

158. Folding Stairway. Colorful brochure describes advantages of Precision folding stairways. It includes installation data. The Precision Parts Corp., Nashville 7, Tenn.

160. Corrugated Asbestos Cement Products. A new 82-page manual contains numerous drawings and photographs to show proper application of Careystone corrugated asbestos-cement roofing and siding. It gives complete data and specifications, and describes the Carey estimating service for dealers. The Philip Carey Mfg. Co., Cincinnati 15, Ohio.

162. Solid Interior Hardwood Paneling . . . An Illustrative Brochure showing characteristics and adaptability of beautiful tongue and groove hardwood paneling in Black Walnut, Wild Cherry, and Butternut . . . Chester B. Stem, Inc., Grant Line Road, New Albany, Indiana.

164. Building Materials Catalog — A new 12-page catalog with color illustrations of typical roofing and siding products is now available upon request. The catalog contains general information and detailed specifications on Flintkote asphalt shingles, asbestos-cement products, insulation products, insulating siding and built-up and roll roofing material. Write Flintkote Co., 30 Rockefeller Plaza, New York 20, New York.

166. Redwood Information — Booklets and complete information on redwood lumber and products covering subjects such as natural finishing, painting, gluing, machining, siding, board and batten walls, screwing and nailing, termites, etc. The Pacific Lumber Company, 35 East Wacker Drive, Chicago 1, Ill.

168. Masonry Cement: New 16-page, illustrated booklet outlining the advantages of Lone Star Masonry Cement in simplifying the problem of obtaining uniformly high-quality mortar, as well as the economy of one rigidly standardized, ready-to-use cementing material instead of two, with no lime or portland cement to add, and no soaking or slaking. Provides timely information on soundness, low absorption, high water repellency and other factors contributing to durable, weather-resistant performance. Contains easily-read graphs showing effects of mix proportions on water retention, strength and absorption, effect of mixing time on water retention, etc., along with convenient reference tables for estimating quantities. For copy, address Lone Star Cement Corp., 100 Park Ave., N. Y. 17, N. Y.

170. Exterior finishes for redwood. are now possible. As a result of tests made by the technical staff of the California Redwood Association, various natural exterior finish systems have been judged to withstand the onslaughts of weather satisfactorily. Wholehearted cooperation by finish manufacturers in improving their finishes of this type have effected three to four times better finish life in some cases. The California Redwood Association's Data Sheet, "Exterior Finishes for Redwood," with its supplement listing these systems, may be obtained without charge by writing the Association, 576 Sacramento Street, San Francisco 11, California.

172. Hardwood Flush Doors — Beautiful new full color 8-page catalog illustrating installations of all types and complete specifications on all 3 types of flush doors made by The Mengel Company; Mengel hollow core doors, Mengel solid core doors, and Standardor. Complete data is organized and in conformance with A. I. A. catalog standards. The Mengel Company, Louisville 1, Kentucky.

(Continued on page 9)

Buyers find all they want in
"Century"
NU-GRAIN
asbestos-cement
siding shingles

"CENTURY" sided homes give more than full measure! These tough, durable shingles combine the appearance of old-fashioned split wood shingles and the lasting qualities of stone. They are virtually maintenance-free, and never need protective paint. They won't burn, rot, or rust —or tempt termites.

And home buyers and remodelers are really enthusiastic about the three attractive, lasting colors in which NU-GRAIN shingles are made: NU-GRAIN Brown, NU-GRAIN Gray, and

NU-GRAIN Green (illustrated). When the shingles are applied, the vertical joints between them disappear in the continuous grain pattern, and their straight-butt shadow lines are clear and pronounced.

Home-conscious people by the millions have seen and admired "Century" NU-GRAIN shingles on actual homes and in K&M advertisements (in color) in *Better Homes & Gardens* magazine. Architects and builders read about them in *House and Home*, *American Builder*, and *Practical Builder*. Get the complete story from your K&M Distributor or write directly to us.



Nature made Asbestos . . .
Keasbey & Mattison has made it
serve mankind since 1873

America's first maker of asbestos-cement shingles
KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

201. Laminated Paneling. Two new booklets describe Novoply low-cost wall paneling made of laminated wood chips and Micarta high-pressure plastic laminate panels. The Micarta booklet is in full color to show photographs of many uses of this versatile material. United States Plywood Corp., 55 West 44th Street, New York, N. Y.

203. Fiber Glass Insulation. A new booklet, "Fiberglas Insulations for Light Construction," includes design and application data on Fiberglas roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.

205. Edge-Bonded Board. Flajo edge-bonded board, produced in sizes 12" to 40" wide and from 2' to 16' long, is described in a new folder. It tells how Flajo fills the need whenever the job calls for wider, longer boards than usual. Photographs show how edges are dielectrically bonded. Flack-Jones Lumber Co., Inc., Moncks Corner, S. C.

207. Translucent Panels. Plexolite translucent structural plastic panels are described in a new brochure. Tables give tensile and flexural strengths and specifications. Accessories, such as rubber corrugated stops, aluminum molding, washers, mastic, wall flashing, and ridge roll, also are pictured. The Plexolite Sales Co., 4223 West Jefferson Boulevard, Los Angeles, Calif.

209. Hardware for Gates, Picnic Tables. Loose-leaf catalog contains descriptive sheets on Andy Brand picnic table standards, farm gate irons, farm gate light and heavy hinge sets, and tilt-lift feed lot gate hardware. Anderson Products Manufacturing Co., 524 North Highland Ave., Aurora, Ill.

211. Prefinished Wall Panels. New colorful folder titled, "New Beauty FOR OLD WALLS AND CEILINGS" shows Tylac designs and how they fit into various decorating schemes. Also gives design features of Tylac high-baked plastic enameled wall panels. Tylac Company, Monticello, Ill.

213. Ideas To Help You Build A Better Home. Twelve pages of striking color photos illustrating climate control, planning, finish and construction in House Beautiful's 1951 Pace-Setter House. Shows plywood construction in siding, sheathing, roof decking, panel backing. Offers ideas galore for prospective home builders. Douglas Fir Plywood Association, Tacoma 2, Wash.

215. New folder shows how easily Hawkins adjustable window guards and burglar bars are installed. The attractive designs enhance window appearance. Hawkins Iron Co., 315 North Fourth St., Birmingham 4, Ala.

217. New loose-leaf folder on Universal window units provides specifications and model numbers for all models. It also covers moldings, sliding door hardware, window and door

trim. A new "stuffer" pictures and describes Universal's new panel window unit. Universal Window Corp., Jefferson St., Austell, Ga.

218. Deodorizing Cabinet. The new catalog of Standard medicine and shower cabinets includes data on a new bathroom cabinet with a deodorizing unit that can be switched on or left on inexpensively. Ultraviolet rays insure scientific deodorizing without use of odor disguises. The Standard Steel Cabinet Co., 37-15 Milwaukee Ave., Chicago 41, Ill.

221. Window Walls. Windowwalls catalog No. 531 pictures and gives specifications on the many sizes of Anderson Windowwall units, with both fixed and movable lights. It covers wood casement, gliding, double-hung, and flexivent windows, plus installation information. The Anderson Corp., Bayport, Minn.

223. White Fir. 56-page book describes properties, uses and grades. Profusely illustrated. Shows pictures of representative examples of each grade. Contains list of recommended grades for various uses. Western Pine Association, Yeon Building, Portland 4, Oregon.

225. Extruded Aluminum Trim. Descriptive sheets are offered on Alumi-Trim extruded moldings, interlocking and saddle thresholds, counter edgings, stair edgings, channels, and other shapes. Sizes of each part are given on detailed sketches. Alumi-Trim, Inc., Rome, Ga.

227. Ornamental Ironwork. A new catalog of Hawkins ornamental iron-work covers window guards, adjustable stair railings, columns, screen door grilles, and other ornaments. Each is sketched to show details of installation and how orders are filled from stock. Hawkins Iron Co., 315 North 4th St., Birmingham 4, Ala.

229. Window Units, Storage Cabinets. Two new brochures describe Bilt-Well weatherstripped wood window units and Bilt-Well cabinets for kitchens, baths, bedrooms, or storage walls. Sketches show simple installation details of window units, many models of cabinets. Carr, Adams and Collier, Co., Dubuque, Iowa.

231. Asphalt Shingles. Booklets and folders covering all types of asphalt shingles. State type of Celotex Triple-Sealed Asphalt Shingles you have in stock and specimen folders for distribution to your customers will be mailed. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

233. Western Pine Home Interiors. 24-page booklet with eight full-color pages shows interiors of all rooms finished in knotty and clear paneling of Western Pine. Western Pine Association, Yeon Building, Portland 4, Oregon.

235. Warehouse stock tables and shelves. Several catalog leaflets have recently been made available by Quietaire Corp., 505 N. Hutcheson, Houston, Texas, describing their line of steel tables and shelves for warehouses. Designed to appeal to the manufacturer or wholesaler who is interested in storing the most merchandise in the least amount of space,

the products are constructed of steel and high grade yellow pine decking. Write for full information and prices.

237. Ventilating Fan Catalog. A new Quietaire ventilating fan catalog describes the superior features of the blades, frame, bearings, motor, matched drive belt pulleys, cushion mountings, time switch, and other features. A table gives specifications for five residential fans and four commercial models. Sketches show how Quietaire lowers home temperatures. Quietaire Corp., 505 Hutcheson, Houston, Tex.

239. Aluminum Tension Screens. A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

241. Paint Thinner. Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

243. Prefinished Wallpanels. "The Interior of Your Home Will Sparkle with Amerwood" is a new full-color folder showing attractive interior uses of Amerwood pre-finished paneling. It lists widths, lengths, colors, and describes finishing process. Southwood Corp., P. O. Box 391, Fort Worth, Tex.

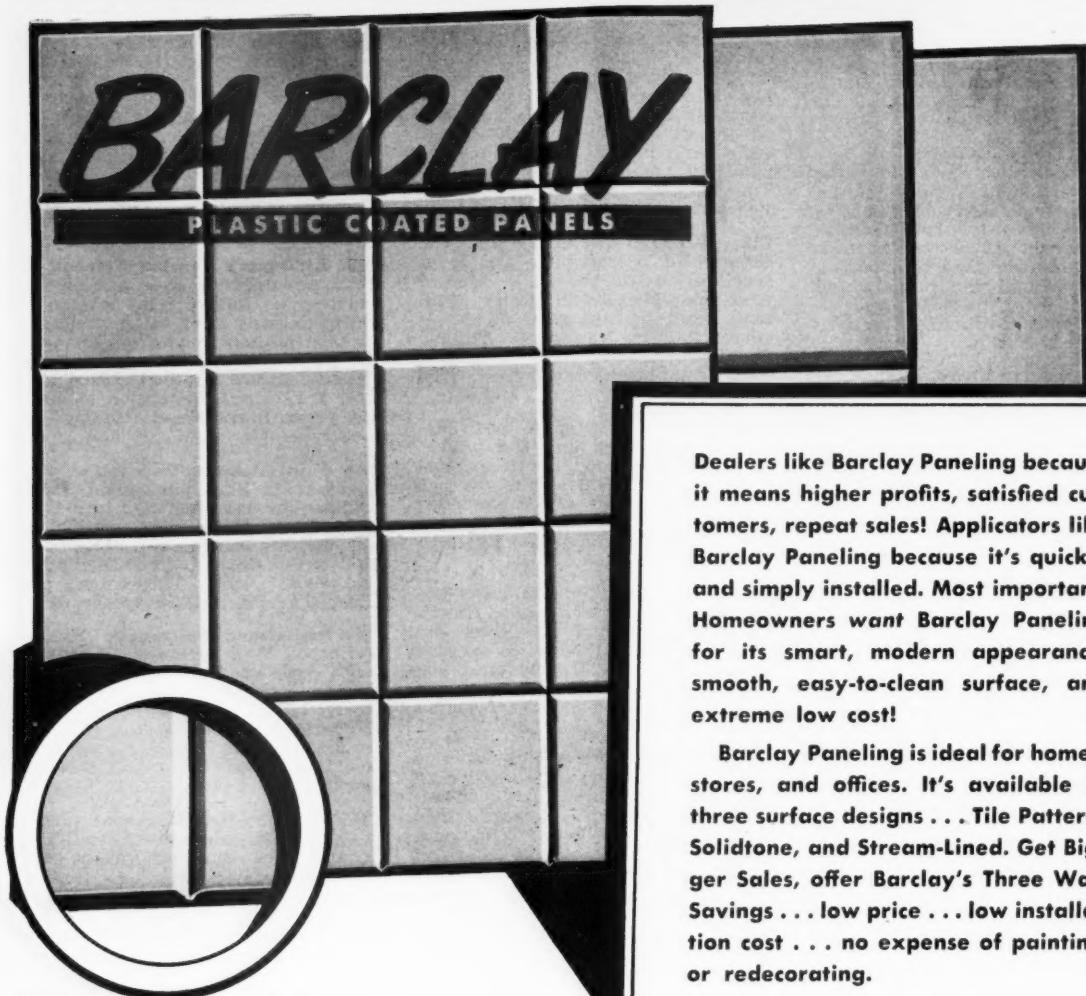
245. Building Papers. Handy sample swatch book shows complete line of Leatherback Building Papers. Also will enclose bulletin on Federal Specification for Building Papers and the Type and Class each Leatherback Product meets. Protective Papers, Inc., Union, Illinois.

247. Flush Doors, Awning Windows. A new folder contains a cut-away sketch that shows the inside construction of Davis flush doors, plus specifications. Super-Vent wood awning-type windows are described in a two-color brochure. Sketches show how air circulation is improved and how easily these windows are cleaned. Fixed and operating units are combined for variety. The Davis Manufacturing Company, Inc., 1075 South Clark Street, New Orleans, La.

249. Baked Finish Wallboard Panels. Five new color folders showing use of Wallace Wallboard Products. Two folders show Wal-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

251. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

IT'S EASY TO SELL THE BEST...



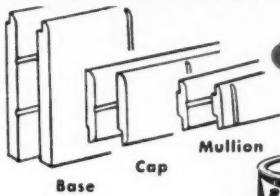
TRI-DEM SCORING . . . exclusive
Barclay feature gives three di-
mensional effect . . . real tile-like
appearance!

GET THE ACCESSORY BONUS! Barclay
Accessories average 40% extra
profit on every tileboard order! Stock and
sell Barclay Paneling and Accessories for
bigger business! Write today for details!

Dealers like Barclay Paneling because
it means higher profits, satisfied cus-
tomers, repeat sales! Applicators like
Barclay Paneling because it's quickly
and simply installed. Most important,
Homeowners want Barclay Paneling
for its smart, modern appearance,
smooth, easy-to-clean surface, and
extreme low cost!

Barclay Paneling is ideal for homes,
stores, and offices. It's available in
three surface designs . . . Tile Pattern,
Solidtone, and Stream-Lined. Get Big-
ger Sales, offer Barclay's Three Way
Savings . . . low price . . . low installa-
tion cost . . . no expense of painting
or redecorating.

PRESWOOD MOULDINGS



ALUMINUM MOULDINGS



Manufacturers & Distributors



SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Miami, Fla.

Atlanta, Ga.

Augusta, Ga.

Tampa, Fla.

Jacksonville, Fla.

SSIRCO Hits a New High!



IN NAME BRAND PRODUCTS

Businessmen agree that the secret of success hinges on giving top-dollar value and customer satisfaction. The surest way to follow this formula is to sell name brand products that are known for their quality, value, and performance.

SSirco-distributed products are all nationally-advertised, quality products that assure customer satisfaction . . . bring them back for repeat business. Designed to appeal to your customers, priced to appeal to your business judgement, they are easy to sell and easy to stock. From 16 SSirco warehouses you get convenient overnight or drive-in, pick-up delivery—cutting inventory investment.

Order now . . . and hit a new high in sales and profits with SSirco-distributed products.



FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY

—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE

IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.



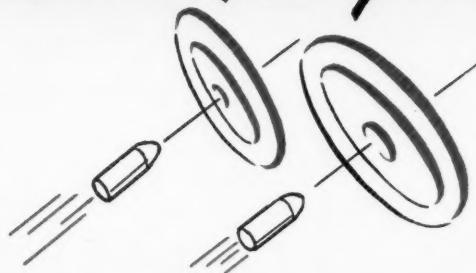
Manufacturers & Distributors

YOU Can Hit Both Targets

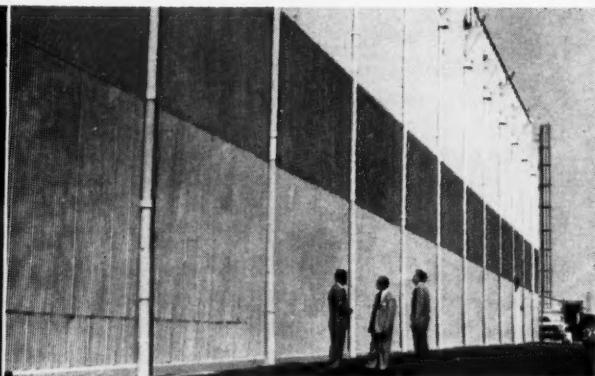
with



The New Translucent
Glass Fiber Panel



**New, Lightweight No. 150 and Rugged No. 200 Alsynite
Give You Two Profitable Targets To Shoot At!**



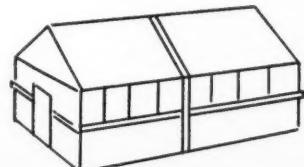
FOR RESIDENTIAL OR COMMERCIAL decorative effects, or for any use that does not require tremendous strength and load-bearing qualities, sell ALSYNITE Series No. 150. It's lighter and less expensive. Fits more building budgets.

FOR HEAVY-DUTY USE ON THE FARM and INDUSTRIAL and COMMERCIAL applications, sell ALSYNITE Series No. 200. Its ruggedness and cost-saving features help you exploit a mushrooming market. Builders are finding new uses every day in all types of structures. They prefer ALSYNITE'S easy handling qualities.

Cash in on the growing demand throughout the building industry for an economical, modern touch. You can be sure of an adequate supply of ALSYNITE by prompt delivery from any of the 16 well-stocked SSirco warehouses. Give your customers the benefit of ALSYNITE right away.



"Bag" more tie-in sales by promoting this ALSYNITE Greenhouse. SSirco furnishes FREE plans . . . you sell all the materials as a package. Write today for details.



Manufacturers & Distributors

**SOUTHERN STATES
IRON ROOFING COMPANY**

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.
Augusta, Ga.

Tampa, Fla.
Orlando, Fla.
Miami, Fla.
Jacksonville, Fla.

Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.
Memphis, Tenn.

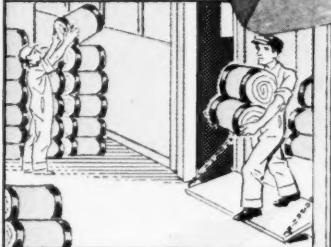
Louisville, Ky.
Columbia, S. C.
Raleigh, N. C.
Richmond, Va.



Here's why you can
make more money
with **Lo-K'**

It's Easier

TO WAREHOUSE



Lo-“K” is feather-light and easily compressed to one-fifth its normal size without losing its resilience. This saves shipping, storing and trucking space . . . and makes it extremely easy to handle. An adequate stock of Lo-“K” takes surprisingly little room.

TO SELL



Lo-“K” gives your customers more insulation per dollar, per foot and per pound . . . is a better buy, any way they look at it. More efficient, better, longer lasting. A few facts and figures quickly change insulation prospects into Lo-“K” customers.

TO INSTALL



Lo-“K” goes in easily, quickly. Rolls out like a blanket . . . fits any standard construction . . . has wide flanges for easy fastening. Light weight and non-irritating to the skin. Will not settle or sag. Fits easily into odd shaped places. Saves work, time and money.

**INSULATION
DIVISION**

LOCKPORT COTTON BATTING CO.

ESTABLISHED 1870 • LOCKPORT, NEW YORK

NEW YORK OFFICE: 1407 BROADWAY



"....He's saying

EVERYTHING HINGES ON HAGER!*

FREE! If you enjoyed laughing at Don Tobin's mirth-making cartoon this month, send for Hager's new book containing 28 full-size popular "Everything Hinges on Hager" cartoons! It's FREE! Just address

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849 — Every Hager Hinge Swings on 100 Years of Experience



*®

THE GOYER COMPANY
WHOLESALE DRUGS
GREENVILLE, MISS.

March 19, 1952

Mr. E. H. Whitten
Peaslee-Gaulbert Paint & Varnishing Co.
New Orleans, Louisiana

Dear Sir:

We want you to know that Pee Gee really hit the nail on the head when they produced the Sealkoatt Wall Primer & Sealer; both the Transparent and the Pigmented White. Gone are the painting contractor's worries and the thorough sealing job, regardless of the material or even several types of material on the same wall; especially important where a deep color is to be used as a finish coat--no more "spotting out"! Sealkoatt Deep Tone Colors are a further answer for a perfect job on deep shades when used over Sealkoatt Transparent, tinted with some of the Deep Tone Flatkoatt. Zinc Dust Primer has eliminated all the headaches where Galvanized sheet metal or screens are concerned.

We are proud to be a distributor for a firm producing such outstanding products as the above along with Onekoatt House Paint and 87 Spar Varnish, etc., etc.

Yours truly,

THE GOYER COMPANY
Drug & Paint Department

Dan Markham
Dan Markham
DM/jds



For a good
paint job everytime

PEE-GEE

products

**"hit the nail
on the head"**

That's the kind of performance

PEE-GEE dealers profit from!

YOU CAN BUILD your reputation and profit with such fast-moving items as: The amazing Sealkoatt Wall Primer-Sealer, Flatkoatt Deep Tones and the Library of Colors, Onekoatt Flat and Semi-Gloss, Onekoatt House Paint, and Onekoatt Enamels.

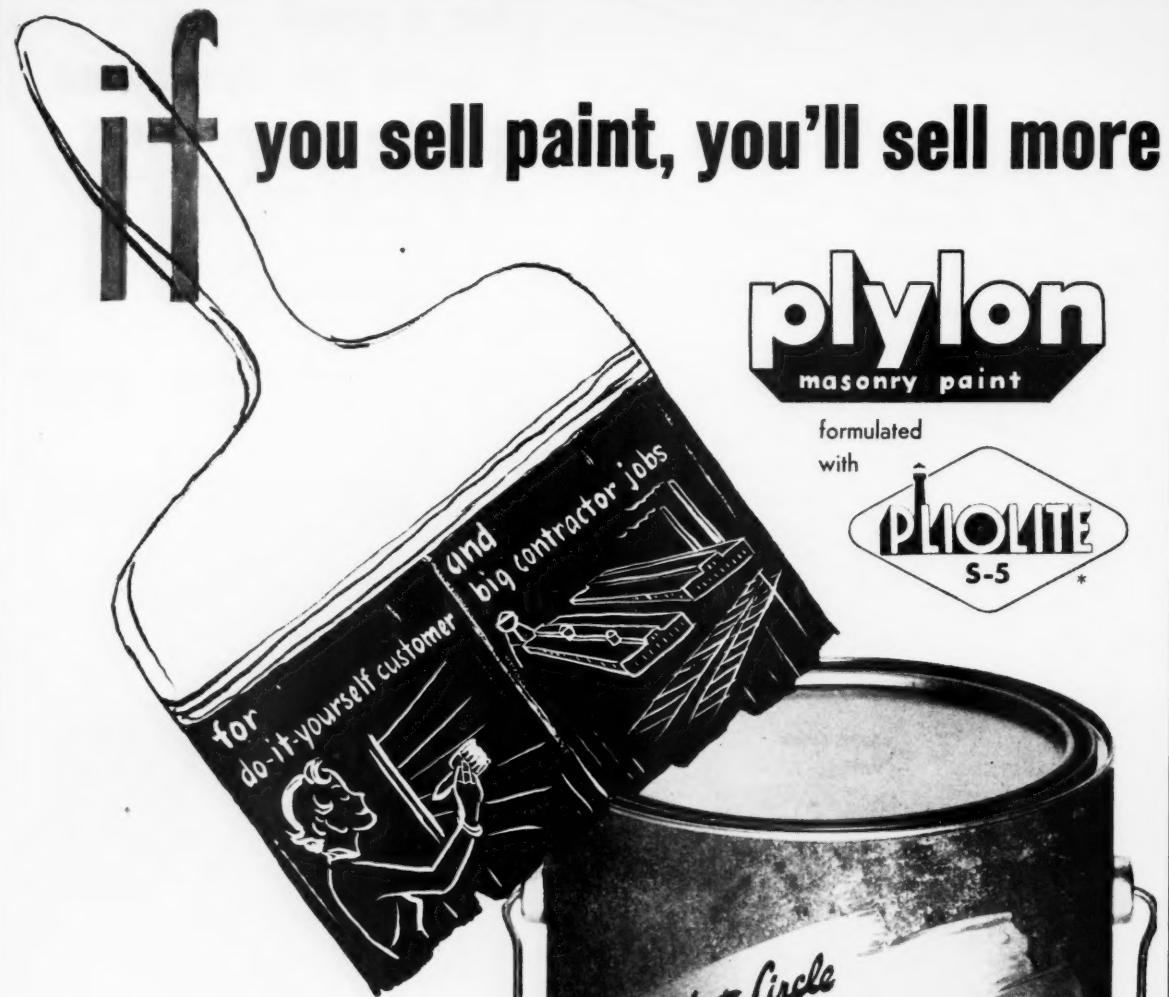
Let us tell you about the many advantages of handling the Pee-Gee line. We can show you how to build a successful, profitable paint business. Write now. We have a few more openings for dealers like the Goyer Company.



PEASLEE-GAULBERT PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



Here is the first successful paint for asbestos shingles and siding, stucco, concrete, brick and cinder block. The first paint that's fool-proof enough for application by amateurs who want to paint their own and yet right for professional painters.

Based on the highly-advertised Goodyear Pliolite S-5* resin, PLYLON is alkali-proof and moisture resistant. Easy to apply, quick to dry, its flat surface is resistant to mildew, chemicals, all stains; allows moisture vapors to escape but prevents liquid water from coming in. Takes scrubbing. Lasts for years.

Available in 10 colors and white.

order directly from

**SOUTHERN COATINGS & CHEMICAL CO., INC.,
Sumter, S. C.**

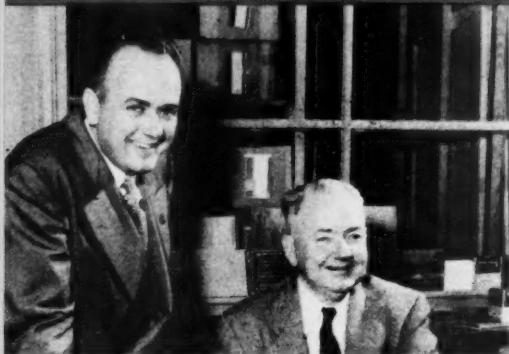
producers of WHITE CIRCLE Paints • the coat that wears

*trade mark of Goodyear Tire & Rubber Co.



Good Merchandising builds a nice volume in PRESSURE-CREOSOTED fence posts for

W. R. McKee Lumber Co., Lee's Summit, Mo.



W. R. MCKEE (right) AND HIS SON, W. R. MCKEE, JR., have found pressure-creosoted fence posts a good item for their firm in Lee's Summit, Mo., just 12 miles from Kansas City.



PRESSURE-CREOSOTED POSTS AND POLES are stored in the yard at McKee Lumber Co. Approximately 3000 posts, or a carload, are kept on hand in 14 sizes. Other sizes can be obtained quickly from their nearby pressure-treater.

What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U·S·S Creosote, a quality product of United States Steel.



STATEGICALLY-PLACED highway signs, frequent newspaper advertising and a concentrated direct mail program—backed by a quality product that is sure to satisfy the customer—have built a profitable volume on pressure-creosoted wood fence posts for W. R. McKee Lumber Co., Lee's Summit, Mo.

Located near Route 50, the main artery between rural Central Missouri and the livestock marketing center of Kansas City, W. R. McKee took advantage of his location in 1949 with highway signs advertising pressure-creosoted fence posts.

"A farmer drives 50 to 75 miles to market with a load of stock," says W. R. McKee, Jr. "He doesn't like to drive back empty. He'll haul something back."

Sales figures tell the story: business on pressure-creosoted fence posts increased the first year. And in 1952, volume on pressure-creosoted wood doubled over 1951. Fourteen sizes of posts and poles



HIGHWAY SIGNS like this remind farmers on their way to livestock market that McKee Lumber Co. is their headquarters for pressure-creosoted fence posts.

are stocked in the yard and the average sale is 100-200 posts.

The McKees find that handling pressure-creosoted fence posts not only boosts the sale of fence and wire, but also brings customers back to their place of business because of the good results they get from these posts.

HERE'S HELP FOR YOU IN SELLING

PRESSURE-CREOSOTED FENCE POSTS

Turn the page to read how the makers of U·S·S Creosote are helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

MAIL THIS CARD TODAY—NO STAMP NEEDED!

United States Steel Corporation
Room 2813-K, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name _____

Address _____

City _____

State _____

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

FARM PAPER ADVERTISING

Before the fall fence-building season gets under way, advertising in leading state and regional farm papers again will be telling your farmer customers all about long-lasting pressure-creosoted wood posts.

They'll stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They'll go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

FENCE CONSTRUCTION GUIDE

The makers of U.S.S. Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U.S.S. Creosote can supply you.



MATS FOR LOCAL ADVERTISING

If you wish to advertise pressure-creosoted fence posts in your local newspapers, your pressure-treater can obtain mats like this for you. There's ample space for your firm name and address.

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U.S.S. Creosote, you can be sure a quality preservative has been used.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL

Room 2813-K, 525 William Penn Place
Pittsburgh 30, Pennsylvania

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.&R.)
Pittsburgh, Pa.



YOUR NEIGHBORS WILL TELL YOU:



"I save on fence
with pressure-
creosoted
fence posts."

George Ballmer's 154-acre farm
is located near Danville, Indiana.

I got acquainted with pressure-creosoted posts through the Rural Electric Co. I work for and am a director. After seeing treated posts as good as 15 years of service, I saw an electric line that I thought was only 10 years old. I took a look at it for one minute and pressure-creosoted posts will last for at least 30 years.



Pressure-Creosoted Fence Posts Save Money For You Three Ways

1. **YOU SAVE ON FENCE** It's costly preparation to replace or replace down fence. Because pressure-creosoted posts are so resistant to adverse climatic conditions, they require less treatment and other agents of wood destruction, additional expense due to down fence is eliminated.
2. **YOU SAVE ON LABOR** It takes less time to install pressure-creosoted posts. They are uniform in size and require no much digging to set firmly. And they require less maintenance.
3. **YOU SAVE ON REPLACEMENTS** Farmers report that pressure-creosoted posts outlast untreated posts by as much as forty years. Figure the savings over a period of time, they will surprise you.

Why Pressure-Creosoting makes wood posts last much longer

Creosote is the time-tested wood preservative. When the pressure-treated post is forced into wood, it penetrates deeply, tightly resistant to the ravages of weather, insects, fungi and bacteria. Many pressure-treating plants treat their posts with U.S.S. Creosote Oil, a quality product of United States Steel.

UNITED STATES STEEL CORPORATION
525 William Penn Place • Pittsburgh 30, Pa.

Agricultural Extension Service, United States Steel Corporation, P.O. Box 2813-K, 525 William Penn Place, Pittsburgh 30, Pa. Please send me your new guide "Fences that Pay." Also, I would like to receive name of my nearest supplier of pressure-creosoted posts. No obligation, of course.

Name _____
Address _____
County _____
I would like price on _____
Town _____
State _____
Date from the supplier _____

UNITED STATES STEEL

You've heard about them!
You've read about them!

We sell them!
PRESSURE-CREOSOTED fence posts

- You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered pro-

ducts of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for **PRESSURE-CREOSOTED** posts

DEALER SIGNATURE



PLYWOOD, LUMBER, DOORS

Get fast delivery from
our convenient wholesale distribution

WAREHOUSE



GEORGIA-PACIFIC
PLYWOOD COMPANY

Southern Finance Bldg.,

Augusta, Ga.—Call 2-8383

WedgeWood Decorative Paneling

Now the luxury of genuine wood wall paneling is within the reach of all your customers. Low-cost WedgeWood offers a new kind of textured beauty that fits into any decorative scheme . . . lends itself to dramatic color treatment. For remodeling or new construction, WedgeWood is the hottest item in the building trade today. Call your G-P warehouse and ask them to show you a panel. Call them today!

. . . and don't forget these other G-P specialties: GPX®, the plastic-faced plywood with more than 60 proven uses; G-P Crownply®, the decorative hardwood plywood and G-P GIANT scarfed panels in 12', 14', 16' lengths and up.

G-P PRODUCTS

- GPX Plastic-faced plywood
- G-P Crownply hardwood plywood
- G-P WedgeWood decorative paneling
- G-P Plysheet Southern plywood
- Douglas Fir Plywood
- Giant-sized Scarfed panels
- Fir pattern Doors
- Hardwood Flush Doors
- Cypress and Redwood Lumber
- Southern pine
- Western lumber
- Treated lumber and timbers
- Residential and factory flooring
- Mouldings

If you're in business for this . . .



it pays to tie in with this



The brand name that makes the most sense to the customer usually makes the most money for the dealer. That's why a growing number of money-wise dealers are stocking the complete Barrett building materials line . . . and taking full advantage of Barrett's great all-around promotion program.

You rate high as a source of building materials when you sell the high quality and highly acceptable Barrett line. Unusually varied and practical, it includes: asphalt roofing shingles . . . mineral surfaced asphalt roofings (in rolls) . . . rock wool insulation . . . insulated sidings . . . smooth-surfaced asphalt roofings (in rolls) . . . mineral surfaced sidings (in rolls) . . . wood

preservatives . . . sheathings and building papers . . . roof cements and coatings . . . protective bituminous-base paints . . . damp-proof coatings . . . tarred and asphalt felts . . . waterproofings, etc.

We push hard to give you the greatest dealer support in the industry. Full-color window and counter displays . . . 3-dimensional natural color picture selling kits . . . mats and electros for local ads . . . samples . . . mailing pieces . . . outdoor signs . . . national advertising — to mention just a few of Barrett's profit-building sales aids.

Now is the time to let Barrett help you set up your business for a greater profit potential. Get in touch with us TODAY!



BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N.Y.

205 W. Wacker Drive, Chicago 6, Ill.

36th St. & Grays Ferry Ave., Philadelphia 46, Pa.

1327 Erie St., Birmingham 8, Ala.

*Reg. U. S. Pat. Off.



MENGEL *Mahogany* FLUSH DOORS
GIVE YOU A SALES "PLUS"
yet cost less than many domestic woods!

Genuine African Mahogany has long been acknowledged the Aristocrat of Woods . . . has long been synonymous with "Quality" to architect, contractor and home-owner alike.

Now Mengel offers you the unsurpassed beauty and sophistication of genuine African Mahogany, in all your doors, *for less money than you'd pay for comparable doors, faced with many domestic woods!*

Why? Because The Mengel Company operates its own logging concession in Africa's best Mahogany section, imports top-quality logs in tremendous volume, and passes the savings on to you.

Mengel Mahogany Flush Doors and Standardor Mahogany Flush Doors are designed, engineered and built to be *better* doors in their respective classes. Compare specifications and be convinced.



Door Department, THE MENGEL COMPANY, Louisville 1, Kentucky

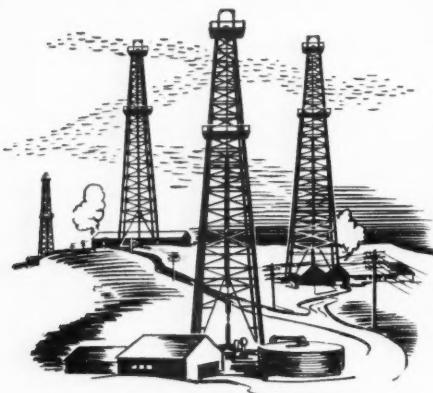
Texaco is tops



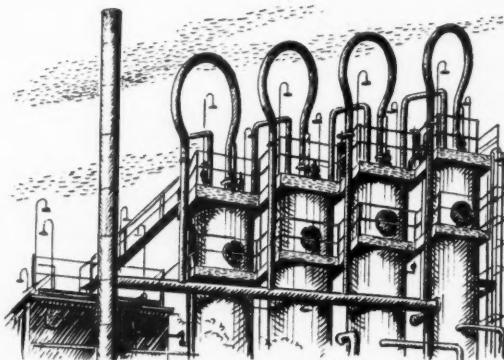
THIS IS WHAT YOU ARE SELLING! And this is exactly what home and building owners throughout the South and Great Southwest are buying — long term insurance for peace-of-mind, freedom from worry, protection against serious loss or damage by *weather, wind and fire*.



FOR EVERY ESSENTIAL ROOFING NEED — there is a high quality Texaco asphalt roofing product: individual, strip and interlocking shingles, smooth and mineral surfaced roll roofings, roll sidings, coatings and cements, asphalt saturated felt, and solid roofing asphalt for built-up roof construction.



FROM THE GROUND UP As one of the world's largest producers of asphalt — *Texaco* can and does select from the finest petroleum crudes, the exact right grades for specific roofing uses. Result: 99 1/2% pure asphalt goes into *Texaco* asphalt roofing products.



EVERY STEP IS GUARDED From production and refining of the basic raw material through manufacturing skill and experience, to marketing and distribution . . . *Texaco* guards every step to insure uniformly high quality *Texaco* asphalt roofing products delivered to you and the user.

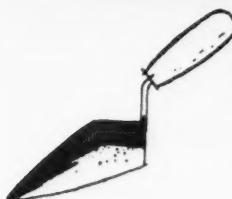


MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

... the name that millions
know and trust



First Christian Church, Chattanooga; Smith & Ashby, Chattanooga, Architects; L. A. Warlick, Chattanooga, General Contractor; T. T. Wilson, Chattanooga, Cement Supplier.



"Our masons insisted on Cumberland"

says MR. L. A. WARLICK, President Warlick Contracting Company, Chattanooga

Mortar made with Cumberland Masonry Cement has a pleasing, *lasting* light color that accentuates the natural beauty of the building units. A typical example is the First Christian Church in Chattanooga.

Color was the main reason Cumberland was chosen for the job, according to the contractor, Mr. L. A. Warlick. He goes on to say, however,

that once Cumberland Masonry Cement had been in use, the masons insisted that he continue to supply it because of its exceptional workability.

These are but two of the many reasons for the fact that Cumberland Masonry Cement can do a better job for you. Try Cumberland on your next job and see the difference *better* masonry cement can make.

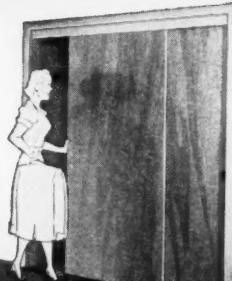
Cumberland
PORTLAND CEMENT COMPANY
Chattanooga Bank Building • • Chattanooga 2, Tennessee
Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

BUILDERS! SUPPLIERS! Here's the new *Leigh* line of SLIDING DOOR HARDWARE!

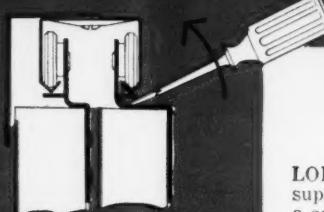
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Sliding doors are a "must" for closets, cupboards, wardrobes in modern buildings. Leigh now offers time-saving, money-saving sliding door hardware with the exclusive LOK-TAB feature preventing doors from leaving track. Doors lift easily from the front, install easier, faster. Adjustments can be made without unhooking doors from track. Guide Strip at door bottom eliminates troublesome grooving. And Leigh hardware comes complete, in one heavy shipping tube—no question that you have *every part you need for a complete installation*. Order Leigh Sliding Door Hardware today!



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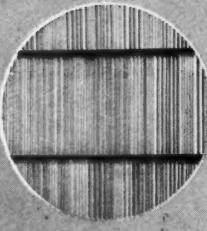
SEND TODAY for Bulletin 87-L giving full details on Leigh Sliding Door Hardware. Catalog 52-L illustrates the entire Leigh line of building products.



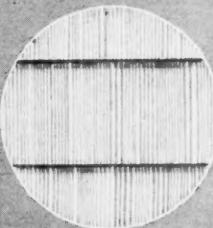


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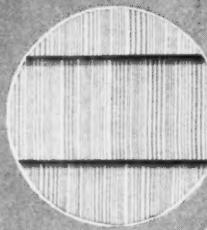


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Mr. Peterson cut four unidentified, well-known brands of single-strength window glass. The brand marked "C" was by far the easiest to cut. "C" was L-O-F.

On the basis of this test the Gee Lumber Company has switched to L-O-F window glass. L-O-F is easier to cut into big pieces, little pieces; angled and curved pieces. You can even cut off thin strips close to the edge with a light stroke.

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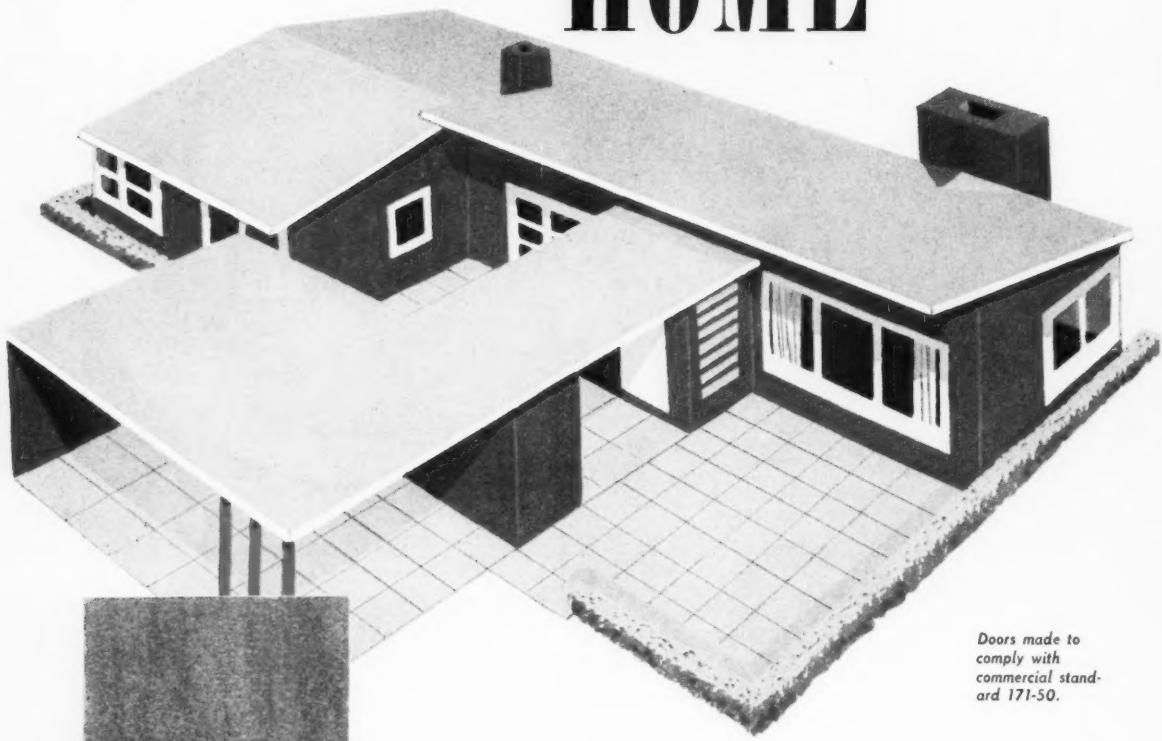
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SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

June, 1953
Vol. 8 No. 6

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Special Features for June

Sell 'Em Tempered Hardboard for Siding, Too	33
Remodeling of Store Boosts Floor Traffic	34
Miami Is World's Jalousie-Making Center	35
Low-Cost Postals Win Friends and Sales	37
Carolina Store Designed for 50 Years' Sales	39
How and When to Sell 'Em Attic Fans	40

Departmental News Sites

Washington News of Interest to Dealers	41
Supply and Demand—New Transit Service	42
News of the Industry for the Month	44
Parade of New Products for Dealers to Sell	54
Dealers in the News of the Month	66
Association Activities—NRLDA Board Report	87
Manufacturers in the News	91

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If we want to stop the trend toward a welfare state —

Let's Stop Asking Washington for It!

By GEORGE SMATHERS, U. S. Senator from Florida

No. 7 in a series on problems of business and government.

ONE OF THE POLITICAL conundrums of the day is tied closely to the problems arising from the Federal government's distribution of the taxpayer's largesse.

While there is both "viewing with alarm" and "pointing with pride" in the current scene, few can answer with any degree of confidence these questions:

Can we stop asking Washington for it?

Can we really resist the "Gimme Boys"?

I am a Jeffersonian Democrat and I am sincere in my convictions that Jefferson, a great leader in his day, had a true vision in pointing this nation toward a right and true course. Jefferson believed in little government.

"What is necessary," he asked in his first inaugural, "to make us a happy and prosperous people?"

"A wise and frugal government, which shall restrain men from injuring one another, which shall leave them otherwise free to regulate their own pursuits of industry and improvement, and shall not take from the mouth of labor the bread it has earned. This is the sum of good government."

It is not to examine how far we have strayed from Jefferson's preachers that I write, but to ask the questions stated above, and to ask you to inquire as to what direction we are heading.

To find our answer, we can get more lessons from history than we can draw from prophecy based on our own convictions.

There once lived a popular political leader who seemed destined to change the basic economic and political concepts of his nation. He had a good background—he was a member of one of the nation's finest families, he had a good education, and he had the ability to influence people with his charm of manner, his oratorical ability, and his manifest qualities of leadership.

It was virtually foreordained that he would become the administrative chief of his nation.

Attaining this post with its power, he set about to improve the lot of the common man with a paternalistic program of economic planning and social reform.

Prices and wages were set by government decree. All or virtually all of the tax load was placed upon the upper- and middle-income groups. Special benefits were provided to various groups, and government pensions, unemployment compensation, and regular grants in all categories of welfare were begun.

Government bureaus were set up throughout the nation to administer this program.

The leader's ego thrived. There are indications in the history of the period that he considered himself incapable of error.

But after a decade or less, the reform plans went awry, and both the common man and his uncommon neighbor were in trouble. The monetary structure of the nation sagged; the economic planning wasn't paying off. Money values were manipulated but this only added to the country's woes.

To cap the climax, members of the administration finally were caught stealing public funds.

After 10 years, the country was weakened morally and near bankruptcy. The nation still had strength enough to remove from office the impractical reformer, and his abortive schemes were abandoned. But the damaging effects remained for a long time.

Called a savior and peerless leader at the height of his power, he later was termed by some historians as "charlatan" and "impostor."

REPRINTS up to five will be furnished without charge.

Larger quantities will be supplied at cost, 3¢ each.

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His name was Wang An-Shih. He was head of the nation in China from 1069 to 1079.

Historians are not in full agreement on the long-range extent of injuries done by the 10 years of political paternalism and economic planning. But history does record that the nation did not have the necessary moral and physical strength when some years later the godless hordes of Genghis Khan, bent on world conquest, overran and plundered the whole country.

History tells us in other lessons of the dangers from the "Gimme Boys" who thrive on power seated in the central government. Back in the seventeenth century the individualism of the English common law saw dangers in a continuous resort to central authority for every need and every problem.

Lord Coke translated the well-known initials, S.P.Q.R., not as the Latin abbreviation for the "Senate and People of Rome" but as "*stultus populus quaerit Romam*"—"A foolish people runneth to Rome."

Similar dangers exist today. Too great reliance upon the distant and unwieldy central government dries up the springs of initiative and interest in local government upon which the life of a democratic and free people depends. It stimulates greedy requests for needless appropriations to serve local political promises regardless of the general economic welfare of the country. Moreover, it makes for inefficiency and waste.

No president, however competent and conscientious he may be, can possibly give adequate thought to the vast quantity of complex issues entrusted nowadays to the chief executive. No Congress, however hard-working, can possibly give thorough consideration to the huge stream of bills poured into the governmental hopper in Washington, or to the astronomical appropriations which the present overgrown central government is making and ever enlarging.

The endless staggering fact about the U. S. Government of 1953 is the number of things it has a policy about, and the profusion and power of its instruments.

Our government has a policy about Camel cigarettes as well as about battery acids; it has policies about foot-and-mouth disease, color television, and railroad fares as well as a would-be policy about the state's

coastal waters and even the natural resources found on the property owned by some states.

It is true that some of these policies are decreed by Congress, but some are the simple creations of administration and some have come to have the force of policy when based on nothing more than whim or political expedience of temporary holders of authority.

The U. S. government has grown to be the biggest example of almost every material thing of which we have examples—the biggest employer (2,500,000), the biggest owner of capital assets, the biggest spender with an income of 68.7 billions and a budget of 70 billions (dollar estimates for 1953). This year it will buy something like 35 million pencils and 168 thousand erasers and 72,000 yards of red tape (they actually do use it—to bind documents). Its accumulated records would fill seven Pentagons and there is need for yet more space. For it is destroying old records at the rate of two million cubic feet a year, but filing away new paper at the rate of two and one-half million cubic feet a year.

No benefactor imaginable could ever offer you a fraction of the services and "things" you can get from

(See STOP ASKING WASHINGTON page 71)



SENATOR SMATHERS, at the age of 39, is one of the outstanding young men in the Federal government. In his first public office, assistant U. S. attorney in charge of the Miami, Fla., office in 1939-41, he attained such wide recognition that immediately following his three years with the U. S. Marine Corps during the war, he received a United States Attorney General appointment to prosecute war fraud cases where again he had an outstanding record. In 1946, heading a militant group of young people, he was elected a member of Congress. Smathers served with such conspicuous success that in 1950 he achieved the political upset of the year by rather easily defeating the veteran Claude Pepper in a race for the U. S. Senate.



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sound*
as a Bell!"

Facilitating the Mason's work every step of the way, LONE STAR MASONRY CEMENT helps assure quality work, with efficient job speed and economy:

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It adds up like this: Clean, smooth, weather-tight joints, enhancing the appearance of well-designed buildings like this beautiful Church at Lamoni, Iowa.

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OF LATTER DAY SAINTS,
Lamoni, Iowa

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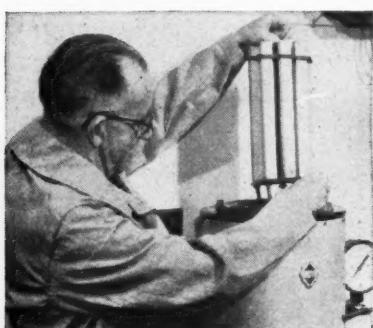
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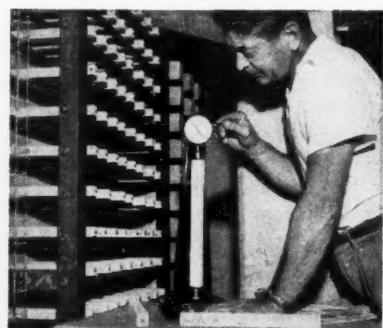
**LAMONI COOPERATIVE LUMBER & SUPPLY
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For modern exteriors, sell TEMPERED HARDBOARD

By HELEN MATTHEWS

TEMPERED HARDBOARD is proving to be the answer to many home remodeling problems, especially where the home-owner prefers the appearance of wood. Since most home remodeling projects are aimed at providing more living space, tempered hardboard blends well with existing wood structures and provides a less expensive means of siding extra rooms, garages, and porches.

Although familiar with the advantages of hardboard for interior uses, many home-owners still are unaware of the practicality of tempered hardboard for exterior uses.

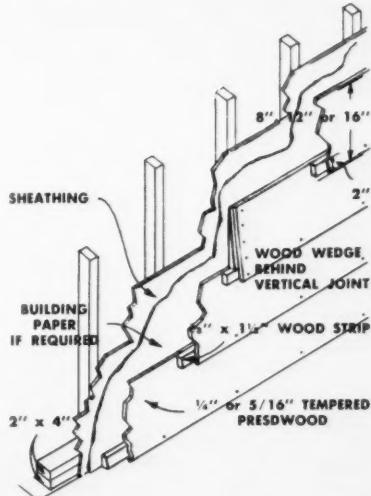
To overcome this, every salesman should make a point of explaining early to every prospect the way this hardboard is manufactured.

Like other hardboard, tempered panels are made by exploding wood chips with steam into a fibrous state, refining the fibers, and pressing them in heated flatbed hydraulic presses into dense, rigid boards. The wood fibers are permanently bonded together with the wood's natural lignin, the original bonding agent in the tree. No artificial binders or fillers are used.

Unlike hardboard for interior use, tempered hardboard is im-

pregnated with a special tempering compound and polymerized by baking. (This increases the weight while retaining the same percentage composition of elements.) Strength is increased, rate of moisture absorption is reduced, and abrasion resistance is increased about seven times.

(See HARDBOARD SIDING page 78)



THE ATTRACTIVE home of a Jackson, Miss., doctor, in top photo, shows both lapboard and board-and-batten application of tempered hardboard. This material grows in popularity as siding for modern houses. Sketch above shows application details for Masonite's tempered hardboard with new rabbed wood strip for wider shadow line. At left, yard helper stacks hardboard on simple storage rack that keeps it straight for the Taylor Lumber Co. in Houston, Tex.



REMODELING last spring of the store of the Noser Lumber Company in McAllen, Texas, has resulted in an increase of 30 per cent in store traffic. Owner Edwin A. Noser attributes most of the increase to new drop-in customers.

Most influential factor in the traffic increase, although the plant was modernized from front to back of the yard, was the creation of off-street parking in front, according to Manager A. H. Gilbert.

"This thoroughfare is not merely Highway Street in McAllen but also a principal east-west highway of the Rio Grande Valley," explained Gilbert. "When the front of our building was on the street line, it was practically impossible to park in front of the yard. Moving the store front back 16 feet gave us much-needed parking space."

Another factor that boosted traffic for this dealer was creation of a modern 70x25-foot showroom. It now is dressed with a \$1,000 inventory of tools, paints, plumbing supplies, and other merchandise. The walls are paneled in birch. The ceiling is covered with acoustical tile.

Through the horizontal sliding plate-glass windows, the floor and wall displays of building supplies are easily seen by passing motorists and pedestrians. The windows are angled in at the bottom to lessen glare and reflections.

Flower boxes and the windowed area are sided with Austin stone. The front of the second story, which has aluminum casement windows, is covered with asbestos siding.

The second story, also 70 by 25

30% MORE TRAFFIC *after store is remodeled*

BY BARON CREAGER

feet, houses Noser's private office, bookkeeping offices, and two planning rooms. Noser's office is panelled in walnut; the others in birch.

Setting off the structure architecturally is a tower of redwood and brick, which provides an outside entrance to the upstairs offices. It also serves as a background for the metal block letters that proclaim "NOSER LUMBER" on both sides of the tower.

Remodeling of the building created a triangular area between

the store and warehouse areas. Walk-in vaults were installed in this area on each floor.

In remodeling the building, Noser had the former sheet metal siding of the warehouse area covered with attractive, smooth stucco.

Since the photograph was made, shrubs and flowers have been planted in the boxes in front of the store. This attracts the attention especially of women and associates the firm with the homebuilding materials it sells.

Provide Air Cooling with Well Water

The cost of refrigeration is a major item in air-conditioning. If cold water from a well is available and utilized in the proper manner, an important saving can be achieved, says the Plumbing and Heating Industries Bureau.

Air-conditioning engineers have found that wherever well water is economically available, it is possible to take advantage of its low temperature to save both first cost and operating expense in air-conditioning systems. Long used as a cooling medium in various ways in connection with commercial installations,

both large and small, well water is also finding a large field of usefulness in residential cooling.

Here is how a well-water cooling system operates: The water is pumped from the well by a pump powered by an electric motor. The same pump forces the water through coils. Warm air from the rooms is drawn to the coils by a fan which also forces the cooled air back to the rooms.

It is customary to have a filter installed in connection with the coils. The effect of the filter is to clean the air before it is circulated in the rooms.

Thermostatic controls make the system entirely automatic. The controls start the pump and fan when the room air reaches the point at which cooling is required.

JALOUSIE CENTER!

Units pour out of Miami area to both the south and north

WITHIN FIVE YEARS. Miami, Florida, the tropical playground of America, has violated all the old textbook rules of economics to become the world's center for the manufacture of jalousies — glass louvered windows.

At the tip of the Florida peninsula, seemingly as far away as anyone could get from traditional sources of raw materials and customer concentration, Miami has captured the market and created a revolution in architectural design and construction. The industry is estimated conservatively during 1953's first quarter as producing about \$30 million gross a year. The output could be 10 times greater, it is claimed, in a whole year free of aluminum allocations and shortages.

Architects began specifying glass

WORKMAN hangs jalousie door. Inside hardware opens louvers with twist of wrist. Small jalousies below fixed windows give draftless ventilation, come rain or shine. Jalousies can enclose whole porch for comfortable year-round living.



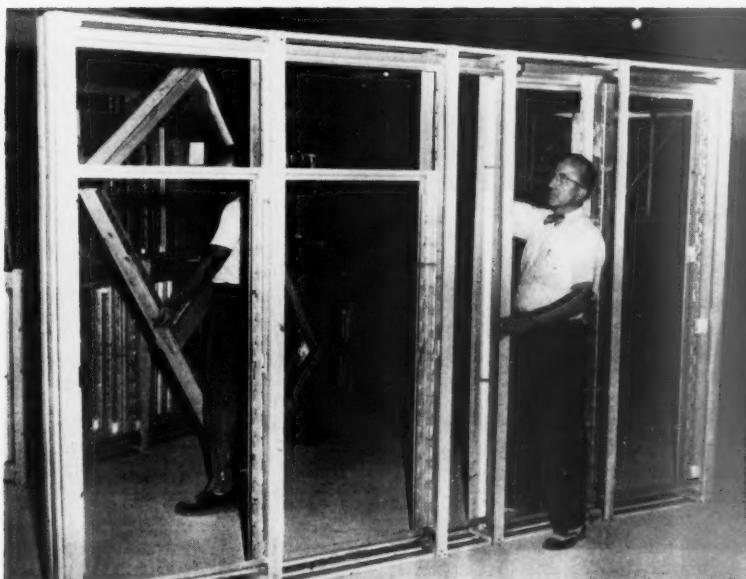
jalousies as prime windows in 1948. That was the year that Miami manufacturers started going after the national market.

Jalousies today are specified for windows in nearly 85 per cent of the home construction in Miami. Manufacturers insist it will not be over-optimistic to apply a similar percentage within the next few

years to the national situation, barring aluminum shortages.

At least two men claim they were the original developers of jalousies. Miamian Van Huff was casting about in the early '30s for something to fabricate which might get him through the depression. He showed an idea for movable louvers to enclose a porch to Robert Law Weed, Miami architect. Weed suggested that Van Huff design hardware so screens could be inserted from the inside—and the Pro-Tect-U Jalousie Corporation was the result.

G. G. Sirman, owner of the
(See JALOUSIE CENTER! page 80)

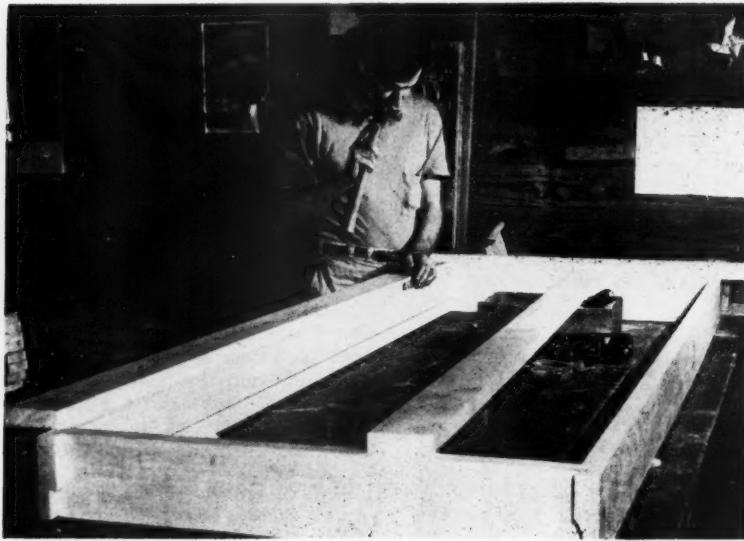


FINAL inspection of a multiple jalousie frame is made by Manufacturer Elmer Hennig before shipment. His tropical firm specializes in jalousies made to order for national distribution. On cover, Producer William Keller shows how jalousies, shipped by air, knocked down in cartons, can easily be assembled with just a screwdriver. The glass vanes are slipped into patented clips along the frame sides.

DISABLED MEN *might help you!*

DISABILITY no longer means that a man should be "placed on the shelf" or made the subject of public alms. All that most human beings want is a chance to earn their own way and serve society within the limits of their ability and handicap.

Considerable work around a lumber yard or millwork plant can be done satisfactorily by disabled people. Co-operation by concerned dealers with the rehabilitation programs for war veterans and other disabled persons has proven this the case throughout the friendly, democratic nation.



How well a blind man can fit into a millwork operation is exemplified here.

Besides the two operations he performs in these pictures, blind John Hamlin also nails up window frames, installs pulleys in them, and operates the air-pump valves that maintain proper water pressure in the sprinkler system at the Huttig Sash and Door Company plant in Louisville, Kentucky.

At right, 35-year-old John Hamlin operates the boring machine

that cuts pockets in the pulley stiles of windows. Below, he nails up a door frame.

Manager Luke Bludworth gives five reasons why this blind man is a good employee in the Huttig millwork plant:

1. His production compares favorably with other, non-blind employees who do the same sort of work.

2. Due to previous training, John learned his duties almost as quickly as many sighted employees do.

3. His safety record is perfect—without any kind of accident.

4. His attendance record is exceptional since he started the work on August 4, 1947. He has lost only a few days' work due to illness and then he always had his family to notify the plant of his absence.

5. John Hamlin is a good moral influence on other employees and visitors who see his work and realize the character and faith it has taken for him to overcome his blind handicap. Happily married and a father, he whistles or hums while he works, never complains, and always has a good word to say about his associates in the plant.

Tree Farm Boom in Miss. and S. Carolina

South Carolina joined the Tree Farm movement February 26, with campaign launching ceremonies on the University of South Carolina campus.

E. E. Dargan, Conway, served as chairman of the South Carolina Forest Industries Keep Green Committee. Over 4,000 invitations were mailed to Palmetto State residents. Governor James F. Byrnes gave his full endorsement to the program.

Tree Farm acreage in Mississippi recently passed the 1,000,000-acre mark, with the formal certification of 15 new farms.



LOW-COST POSTALS

keep dealer before prospects

TWICE MONTHLY throughout the year, Griffith and Perry, a building supply firm in Silver Spring, Maryland, address themselves to 600 "week-end carpenters" through a post card promotion that gives some tip or idea for applying a certain building material.

Strictly a "home-made" product with eye-catching drawings and typed copy, 1,200 post cards go monthly to mapped-out locations.

After the cycle of locations has been completed, the first group gets another card, starting the rounds again. Thus, various streets are reached at timed intervals.

"Our purpose is to keep our name constantly before the public," explained T. W. Perry Jr., vice-president and general manager.

"We do not know how many tools, paints, lumber, and other supplies we sell as a result of our mailings," Perry continued. "That is immaterial. What is important, we believe, is the con-

stant repetition and sight of our name that will become associated with our products. And when a home-owner has a construction or repair job to do, he will dig our name out of his memory and come to us for the supplies he needs."

Indications are, however, that paint, wall paneling, and tools are sought here by home-owning suburbanites brought in by direct mail and word-of-mouth promotion of satisfied customers. Griffith and Perry are asked frequently to help plan home improvements — the service most often stressed in the post-card messages.

This advertising is informal. The messages are simple and inviting, with free-hand or traced drawings appropriate to the subject.

They feature seasonal and holiday tie-in suggestions. They offer assistance on application and use of products. A Christmas mailing played up home remodeling ideas as gifts for the whole family.

Griffith and Perry, Inc., figure that two mailings a month cost them approximately \$24 in cards and office labor. They regard this as quite inexpensive from the viewpoint of wide circulation. About a dozen street blocks are covered by each mailing. Cards are addressed to "Occupant."

A color system keeps them informed of dates and areas that have been covered so that each group of streets receives another mailing within a three-month period.



IT'S
OUT!

Our NEW WAREHOUSE is over-flowing with everything you need for the remodeling or repair job you are planning for this spring.

Consult our experts

GRIFFITH & PERRY, Inc.,
8411 Colesville Road.

JU 9-3300 Customer Parking.

THE HAND-OPERATED \$10 duplicating machine, shown at left, turns out advertisements and other messages on postal cards, like that seen above. In the top photo, Vice-President T. W. Perry Jr. points on a city map to a section that will receive the direct-mail ads next.

Why and how to fight BIGGEST little ENEMIES

A SINGLE PAIR of flies, beginning in April, could produce 191 septillion flies by August if all lived, according to the National Pest Control Association. That would be 191,000,000,000,000,000,000,000,000 flies!

It's impossible, of course, to compute our tremendous mosquito and fly population this summer. The Bureau of Entomology and Plant Quarantine of the U. S. Department of Agriculture admits that the number of flies and mosquitoes is fantastic, and adds that both insects are a problem in every county in the nation.

Medical authorities warn that both flies and mosquitoes are carriers of dangerous diseases.

House flies carry typhoid fever, tuberculosis, dysentery, and other diseases.

Mosquitoes transmit dengue (bonebreak fever), yellow fever, filariasis (parasitic worm), encephalitis (inflammation of the brain), as well as malaria.

Home-owners who rightfully expect the summer months to be the most pleasant of the year, often find themselves and their families plagued and endangered by swarms of pestiferous insects. They are further annoyed by the constant slamming of the old-fashioned screen door with its high-tension screen.

A research program to solve these twin summertime aggravations of conquering our "biggest little enemies" and quieting screen doors has been conducted by the Yale and Towne Manufacturing Company. As a result, this builders hardware producer suggests the following ways to fight flies:

1. Use space-sprays or aerosol bombs in the house.

2. Use residual sprays that will stick on screens, porches, and garbage cans.

3. Use fly traps, fly papers, fly poisons, fly electrocution devices, and fly swatters in the home.

4. To keep out all insects, play safe with 18x14-mesh screening on doors and windows.

5. Fit screen doors to open outward.

6. Use screen-door closers to insure noiseless but certain closing of doors.

7. Install push-pull catches to insure firm latching of closed screen doors.

8. Spread manure thinly on fields and lawns to prevent the breeding of flies.

9. Store manure in fly-tight boxes or pits.

10. Treat manure with borax, calcium cyanide, or super-phosphate.

11. Keep stable floors, feed boxes, and mangers clean.

12. Scatter borax on farm privies every three or four days.

The following ways are recommended for fighting mosquitoes:

1. Use sprays of 5-per-cent DDT on porches and on both sides of screen doors.

2. Use repellents on skin and clothing.

3. Screen all windows and doors, using 18x14-mesh insect wire screening.

4. Use skeeter-cheater screen-door closers to insure certain, noiseless closing of screen doors.

5. Install skeeter-cheater push-pull catches for secure latching of screen doors.

6. Keep water from accumulating in tin cans, eave troughs, and street gutters.

7. Screen open cisterns.

8. Cover cesspools, septic tanks, and rain barrels.

9. Empty bird baths or chicken watering pans at least once a week.

10. Treat standing water in pools or ponds with larvicides.

11. Stock ornamental pools with gold fish or top minnows.

Building material dealers should display heavily this month selections of screen doors, screen hardware, insecticides, and other merchandise included in these practical suggestions. The individual items should attract more business if featured now in newspaper, radio, and circular advertising.

You are welcome to reproduce this list of suggestions inexpensively and distribute them to store visitors or when canvassing for remodeling and repair business.

Detailed information on specific chemicals to use in the battle against flies and mosquitoes may be obtained by writing the Bureau of Entomology and Plant Quarantine, Department of Agriculture, Washington, D. C.

How to Sell New Home

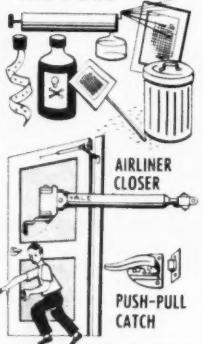
This procedure was recommended for disposing of a new house at a homebuilders' forum in Oakland, Calif., recently by Contractor James R. Scott:

1. If the house doesn't sell by the first week, put a fence around it.

2. Landscape it if it doesn't sell during the second week.

3. Add a barbecue pit if it doesn't move in the third week.

4. Move into it yourself if it isn't sold by the fourth week!

How to fight	FLIES	MOSQUITOES
INDOORS 	Use Space sprays Aerosol bombs Fly papers Fly swatters Fly poisons	Use DDT sprays on porches and screens
Install screens on all windows and doors Have screen doors open outwards Install "skeeter-cheater" door closer (also eliminates annoying banging) Install "skeeter-cheater" push-pull catch		



THE NEW Roebuck plant has solid masonry walls, a solid steel roof, and concrete floors. Its 30,000 square feet of floor space makes it one of Carolina's largest retail supply establishments. Roebuck has a population of just about 600, but this dealer serves a thickly populated trading area of about 150,000!

Designed for another 50 years of business

WITH 50 YEARS of successful merchandising behind them, officials of the Roebuck Gin and Lumber Company have prepared for the next half century. On April 1, the firm introduced a completely remodeled and modernized plant to Roebuck, South Carolina, citizens.

Nearly 900 people were lured into the display rooms between 8:00 and 5:30 by a two-page advertisement in the *Spartanburg Journal*. The ad showed photographs of the interior and exterior of the building. A message from President-Treasurer J. D. Foster stated that "our policy from a meager beginning in 1903 has been to render service . . . We pledge anew our efforts to render even better service and to offer only time-tested and job-proven, quality merchandise."

The firm has not only one of the largest stores in the state but also an exceptionally large variety of lines.

To accommodate rural customers, the firm added to its hardware and building supply lines, stocks of field and garden seeds, livestock and poultry feed and supplies, fertilizers, soil feeders, fencing, boll-weevil dusting machines, plus paints and other finishes popular

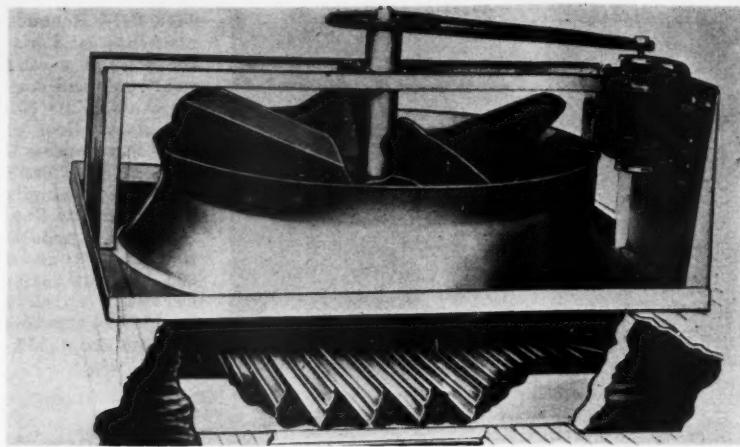
for farm use.

The Roebuck millwork plant produces moldings, flooring in hardwood and yellow pine, framing, sheathing, windows of many types, doors, and specialty items. It has a new power-driven planing (See 'GOLDEN' DESIGN page 100)



PICTURED HERE are the compact paint department and other Roebuck departmentalized displays. Walls are paneled in white pine, etched wood, and California redwood. Automatic heating and fluorescent lighting were added.





HEART of a "comfort cooling" system for a home is the sturdy, quiet exhaust fan and the new horizontal type is most economical to install in an attic, as seen at left. It draws the hot air out of the house through the centrally-located grille, seen below. Photo courtesy Hunter Fan and Ventilating Co.



Ways to sell more ATTIC FANS

By MORRIS MARGOLIS, Propeller Fan Manufacturers Assn.

THE RESIDENTIAL ventilation market for 1953 holds a big opportunity for profits for the building supply dealer who handles attic fans.

Last summer over 95,000 attic fans were sold, representing a five-per-cent increase over the 1951 season. And from all indications, 1953 is shaping up as an even bigger year.

One of the contributing factors to this favorable outlook is the increasing public acceptance of year-round comfort for the home through central heating and ventilation systems. A nation-wide survey taken this winter gives evidence of this increasing interest. This survey, which polled people who were planning to buy or build new homes this year, showed that 45.3 per cent wanted summer cooling equipment in their homes.

Count on the first heat wave of summer to put another sizable percentage in the same frame of mind—particularly in the South!

According to climatic factors, the best market for attic fans covers the area in the 17 Southern states from New Jersey through Texas.

For the building materials dealer, handling attic fans means selling to a market already interested in central ventilation and one that

is far from saturated. Few areas are saturated more than 10 per cent, and the new homes built each year constantly increase the market.

In selling to home-owners, the building supply salesman should be sure to point out that the attic fan is an *exhaust* fan, not merely an air circulator. Many people still do not realize this elementary fact.

"Night cooling" by the attic fan is one of its biggest sales appeal features. A graphic explanation of how this works is a valuable sales tool for the dealer.

During the day—with an outside temperature of 95 degrees or more—the sun's rays beat down upon the roof, raising the attic temperature to as high as 135 degrees. This heat in the attic is transmitted throughout the entire house, permeating walls, ceiling, and furnishings, and raises the inside temperature as high as 105 degrees. After the sun sets, the outside temperature usually drops into the 70's. But the heat that has built up inside the house will remain around 95 degrees, since there is rarely a breeze strong enough to dispel it.

In a matter of minutes, the attic fan draws out the stale, torrid air, exhausting it outside the house. At the same time, cool and refreshing night air is being drawn inside the

house, quickly lowering the temperature inside to equal that outdoors.

Other advantages of the attic fan include:

1. Preservation of the dwelling. During the summer months, the spread of moisture due to high humidities is accelerated and resulting fungus growth causes deterioration in walls, ceilings, and foundations. Also, dampness shortens the life of furniture in the house. An attic fan will supply proper ventilation to prevent moisture-spread and fungus growth so that the building will have a longer life.

2. There is a type of fan to suit almost any situation, so the attic fan is easy to install and requires little re-decoration.

3. The sound of operation is negligible, since the fan is located in the attic. Most fans have a

(See ATTIC FANS page 82)

WASHINGTON NEWS



TRUCE IN KOREA is the key to the whole future of Eisenhower . . . and the United States. Without it our President is stymied on any big, lasting deals in the interest of international peace and trade.

Without it, no appreciable reductions in corporate or individual income taxes are likely. No substantial cutbacks in defense or foreign-aid expenditures can be expected. The budget will not be balanced.

Eisenhower's even temper and diplomacy in the face of the utterances by Churchill and British criticisms of American foreign policy is considered a surer means to final agreement among the Big Three in conferences in Bermuda this month. As great as the differences appear in the Churchill and Eisenhower viewpoints on Korea and other trouble spots, this gathering could align them with the premier of France in furtherance of world peace.

PEOPLE WHO WANT a balanced national budget and reduced taxes must be satisfied with less services and bounties from the Federal largesse in Washington and at home, budgetary explorations reveal. A step in this direction appears to be the decision of Secretary of Interior McKay to oppose the Federal development of a multi-purpose dam at Hell's Canyon, Idaho, and his encouragement of private utility development of dam sites in the area.

In the field of housing, less public housing and less Federal financing of building code and housing research are in the cards. So is the imminent shake-up and cutback in the personnel of Federal housing agencies.

The National Retail Lumber Dealers Assn. is sponsoring these moves in the interest of more realistic housing activity by Uncle Sam:

1. Increase in the ceiling on Title I, Sec. VIII FHA mortgages from \$4,750 to \$5,700.

2. Increase in maximum amount of Title II FHA mortgages from \$16,000 to \$20,000.

3. Extension and enlargement of the direct VA lending program.

4. Abandonment of idea of requiring warranty on construction of GI homes.

EASING of mortgage terms and increases in the interest rates on FHA and VA home loans are coupling to perk up the amount of homebuilding activity in these fields, preliminary reports suggest. FHA Commissioner Guy T. O. Hollyday reported that the volume of new FHA construction applications the

first week in May were twice as great as in that week of '52. For the first four months of '53, applications were 20% greater than in the first third of '52.

ABOUT THE HIKE in FHA interest rates from 4 1/4 to 4 1/2% on loans under Sections 203, 603-610, 903, and Title 1-Section 8, and to 4 1/4% under Sections 207 and 608-610, HHFA Administrator Albert M. Cole told the S. E. conference of the U. S. Savings and Loan League in Baltimore on May 22 that "mortgage lenders must take the lead in seeing that it is translated into more homes for more people who need them."

Cole a week before in St. Louis had told the national convention of the USSLL that the Federal National Mortgage Assn. would defer decision on its "future policies for the purchase or sale of home mortgages until the market has become stabilized." FNMA had announced on April 13 temporary suspension of purchase on an over-the-counter basis of mortgages insured by FHA or guaranteed by VA.

During April, FNMA President J. S. Baughman reported, uncommitted FNMA funds were decreased \$53 million by mortgage purchases and the issuance of advance commitments for defense, disaster, and Alaska housing.

Hollyday was confirmed as commissioner of the Federal Housing Administration without a single Senator's veto. A former president of the Mortgage Bankers Assn. and more recently head of the Title Guaranty Co. of Baltimore, Hollyday has had broad experience in real estate and mortgages since 1914. Serving with him as deputy commissioner is Walter L. Greene, FHA careerist.

TO EXPLORE possibilities for FHA to improve housing conditions and home-financing methods, an advisory committee of the Federal Housing Administration was appointed by Commissioner Hollyday. Chairman is James Rouse, of Baltimore. Other members include E. A. Camp Jr., Birmingham, Ala.; Fritz Burns and H. J. Mendon, Los Angeles, Calif.; Walter Gehrke, Detroit, Mich., and Philip M. Klutznick, Park Forest, Ill.

LESS GOVERNMENT in business and industry was demanded by the National Small-Business Men's Assn. at its convention here early last month. The body opposed the Federal government granting or guaranteeing any loans to business, except in case of a national emergency in-

dicated by three-fourths vote of Congress.

The small - business spokesmen called for a constitutional amendment that would bar the Federal government from engaging generally in financial, commercial, or industrial enterprises. And it wants the government within three years to get out of those in which it is engaged to the detriment of private enterprise.

THE POLICY of the Chamber of Commerce of the U. S. on housing and community development, as well as on other national issues and problems, was reappraised and brought up to date at the recent annual convention here. The chamber substantially continues the old policy of opposing subsidized housing but proposes, in addition, rigorous enforcement of local sanitary and housing ordinances to insure livability of existing housing.

The new policy calls for reappraisal of Federal activities in the field of housing and community development, for flexible interest rates, on insured and guaranteed mortgages, for elimination of direct lending, for separation of welfare housing activities, and for encouragement of private secondary markets for mortgages.

NEW PRESIDENT of the U. S. Chamber is Richard L. Bowditch, a seacoast New Englander who earned his first dollar as a trapper boy in a West Virginia coal mine 30 years ago. He now is president of C. H. Sprague and Son Co., which mines, ships, and distributes both coal and oil, and of the Sprague Steamship Co., both of Boston, Mass.

A spokesman for NAHB, First Vice-President R. G. (Dick) Hughes, of Pampa, Tex., stressed a "trade-in program" as the way to a sustained homebuilding program this year, particularly where the edge is off the new-home market.

"We are initially proposing to place our trade-in emphasis on small two-bedroom houses that were built under FHA Sections 603 and 203-b-2-D," he explained. "These houses meet all of FHA's requirements and will receive no undue penalty because of location, surrounding areas, etc. This particular group of houses presents a real opportunity for builders to fulfill an obligation to society and at the same time sell some new and larger houses."

Hughes predicted that homebuilding costs may rise 3% within the next few months due to higher costs for wages, lots, masonry supplies, and to additional land requirements by municipal authorities.

SUPPLY & DEMAND

INCREASE of FHA and VA mortgage interest rates on homes; the fast start on housing units during the first four months; an abundance of building materials, and consumer willingness to spend heavily of high national income—all these factors point to 1953 being the second best year in U. S. history in terms of urban housing starts.

For the first four months of 1953, urban housing starts totaled 356,100. This was at a seasonally adjusted annual rate of 1,174,000 dwellings a year, and compared with a 1952 total of 1,127,000; a 1951 total of 1,091,300, and a 1950 all-time record of 1,396,000 starts.

At the same time, the F. W. Dodge Corp. found that the construction boom broadened its base in April with an outlook of 1953 equaling or exceeding the all-time U. S. construction high of 1952. The four-month total of contracts reported in the 37 states east of the Rockies came to \$5,186 million—10% more than for the same '52 period. Non-residential was the strongest classification of the April Dodge reports.

DESPITE this high record of building activity, building material sales through March were lagging behind the fast activity of other durables. U. S. Dept. of Commerce reports showed retail sales in the lumber-building material-hardware group only 1% ahead of last year for the first quarter.

Retail lumber sales in March were 16.8% ahead of March '52, and yard stocks were 1.8% greater. Still, stocks were 10.7% under December '40, which indicated that dealers

were not taking any chances on an over-supply of stock at today's lumber costs.

WHOLESALE sales of lumber and building materials for the first quarter were found by USDC to be 4% greater than last year. The wholesale price index of lumber and wood products through April inched up 0.2% from March, and was 0.8% ahead of a year before. Adjustments in the price of "extras" by steel mills during May, following increases in gypsum, cement, and asphalt prices, are bound to spell higher prices of materials delivered by dealers.

The long-term rise in building costs is clearly shown by an analysis of dwelling construction costs in the Southern states, made by William Keller, a Decatur, Ga., insurance adjuster. This study shows that, between September '43 and April '53, the average increase in labor costs in nine metropolitan centers in the area was 97%, whereas the average prevailing price of composite structural units rose 94% in the same centers.

The 10-year increase in materials ranged from 56% in Jackson, Miss., and 59% in Jacksonville, Fla., to 139% in New Orleans. Increases in other centers: Birmingham, 105%; Atlanta, 104%; Charlotte, 127%; Columbia, S. C., 124%; Houston, 75%; Richmond, 80%.

TORNADOES and floods have brought some unexpected, though sad, business to dealers in many points throughout the South. Luckily, manufacturers and jobbers, in most instances, have been able to rush ample supplies to such merchants.

The authorized quota of the critical defense housing area of Warner Robins, Ga., was supplemented by 125 units of sales housing. At the same time, due to a cutback in defense operations in the Newport News, Va., area, the authorized quota there was reduced by 227 housing units.

E. L. CONNER, president of the Colonial Cedar Co., Seattle, Wash., has come up with a solution to the problem of a dealer who requires less than carload lots of cedar shingles not getting stuck with LCL freight rates on sizable orders. The solution is an arrangement whereby Colonial will provide mixed-car service, shipping many products other than its own.

The mechanics of such transactions will be handled by Ralph Byers, former secretary of the Stained Shingle and Shake Assn., who now is manager of Colonial's dealer purchasing department. The dealer

who wants a batch of shingles with a supply of undercoursing, and who wants to fill out his existing stocks of other lumber products, can send his complete order directly to this shingle manufacturer.

"We don't manufacture lumber," explained Connor, "but we have purchasing agreements with quality mills making such products."

MEANWHILE, the National Assn. of Commission Lumber Salesmen is emphasizing the usefulness of their services through broadcast of a resolution adopted at their March 28 convention. This "resolve" explains that, "because of the commission salesman being on the ground, making daily, direct contact with the buyers, he is in a good position to market the products of the shippers to the best advantage possible; he can keep his shippers constantly advised of the requirements of the buyers, and better serve the trade to the advantage of the shipper. The shipper does not lose his identity in marketing his product through the commission salesman, and he has the service of the salesman not only to sell his product, but to advertise the product and settle any difference between the shipper and buyer."

A HEALTHY RISE in the percentage of fence posts treated with wood preservatives is the highlight of the U. S. Forest Service's preliminary report on the use of wood preservatives in 1952. This report shows that 30% more fence posts were treated in 1952 than in '51. The amount of all wood materials treated with preservatives increased 3%.

HOO-HOO LOG

TAMPA, FLA.: The Tampa Cats learned about how civil defense affects individual persons and companies through a talk by Colonel A. W. Paul, civil defense administrator. The club's vicegerent snark, B. Frank Edwards, 48291, was called on to take a bow in recognition of the glory afforded his club by being elected president of the Florida Lumber and Millwork Assn.

ATLANTA, GA.: Six Kittens were processed at an initiation put on by Hoo-Hoo Club No. 1 here on May 18. Richard B. Wand, Florida state deputy snark and magazine publisher, was the visiting officer.



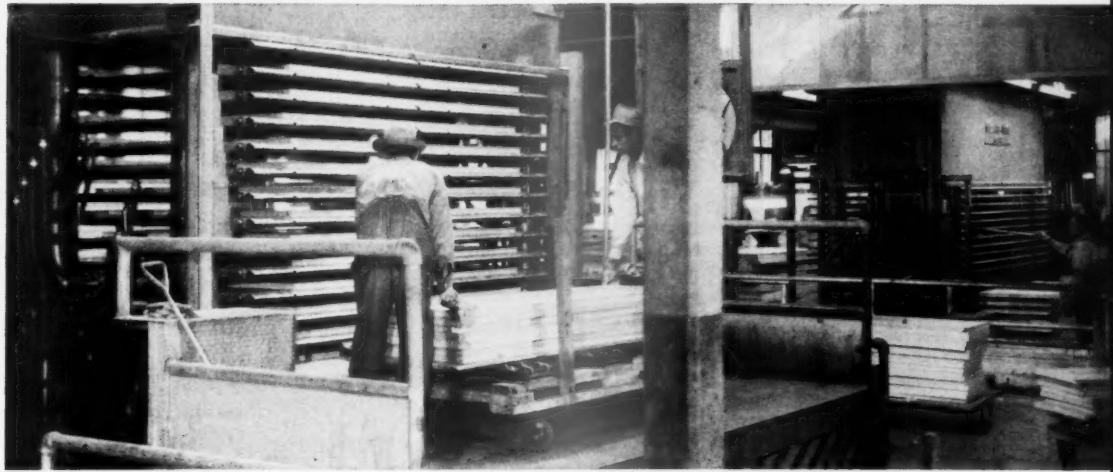
To help the wood laminating industries get the best result with modern glues and laminating techniques, the Timber Engineering Co. has created "Stickee Staystuck." He is the key figure for a series of cartoons and posters. They will feature do's and don'ts for successful marine laminating of woods.



You get faster turnover through your General Jobber

You handle only the fast-moving sizes in your own warehouse, filling in from your General Jobber's stock on slow movers as the demand arises. That means your door investment turns more often . . . you make more profit per dollar.

Fifty-two doors at a time are hot plate pressed in these tremendous hydraulic hot presses



heat and pressure...vital to flush door quality



Making quality flush doors is big business. For instance, all General Gibraltar and Kentucky Colonel Doors are hot pressed on two-story-high presses, at more than a half-million pounds per door and then set by heat for all time. This drives the glues deep into the panels, cores and frames for permanent rigidity.

Consider these other reasons for General quality:

THE WORLD'S MOST BEAUTIFUL DOORS—Premium door face panels are either one-piece or perfectly matched for grain and color.

MOISTURE CONTROL—Dried to a limit of 5 to 7% moisture in General's own giant kilns. Secretly processed to relieve grain stresses.

THREE-PLY PANELS— $33\frac{1}{4}\%$ thicker than most door panels. Made to rigid standards under our control. General's huge veneer plant is devoted exclusively to General Door panels.

SCIENTIFIC CORE DESIGN—Inert 3" fibre rings are spaced $1\frac{1}{2}$ " apart to give panels the strongest support known to the industry.

BELT SANDING—Finished on the most modern double belt sanders, for satin-smooth, flawless surfaces.

From log to veneer . . . from panel to finished door . . . every step in the manufacture of General Doors is quality controlled and inspected. General's extensive facilities are your positive assurance of uniform satisfaction—year after year—for you and your customer.

GENERAL PLYWOOD CORPORATION
LOUISVILLE 12, KENTUCKY

The doors that pass the "Elephant Test"



NEWS of the INDUSTRY

S. E. Building Material Show Scheduled

October 22-24 in Atlanta, Ga., Hotel

THE FIRST regional Building Material Show for dealers in the Southeastern states will be held at the Biltmore Hotel in Atlanta, Ga., October 22-24.

It will be sponsored by three state dealer associations — the Florida Lumber and Millwork Assn., the Building Material Merchants of Georgia, and the Tennessee Building Material Assn. Officials of these groups have contracted with Foster B. Steward, veteran Atlanta show director, to direct the building material exposition in the Biltmore Hotel's new Convention Hall.

The show will feature the product and service exhibits of the major manufacturers of building materials in 100 exposition booths. Wholesalers and jobbers will contact their dealer customers from conference booths.

On the mornings of Thursday and Friday, October 22 and 23, dealer forums will be held in which dealers will exchange experiences and share the wisdom of experts on housing, materials merchandising, and public relations. Outstanding speakers will be booked on these basic dealer topics.

Over 3,000 retailers and wholesalers in eight Southeastern states will be invited to attend this first

Southeast Building Material Show, according to Director Steward. All dealers in Alabama, Mississippi, North and South Carolina, and Virginia will be invited in addition to those in Florida, Georgia, and Tennessee.

Representing the three sponsoring dealer associations on the board of management for the Southeast Building Material Show will be:

For Florida—President B. Frank Edwards, of Tampa, and Mrs. Marie Bennett, secretary-treasurer, of Orlando.

For Georgia—President W. O. McNair, of Macon, and Counselor Joseph G. Rowell, of Atlanta.

For Tennessee—President W. S. Sexton, of Knoxville, and Secretary-Manager R. O. Brownlee, of Knoxville.

On Saturday, the third day of the Southeast Building Material Show, contractors and architects will be the guests of the manufacturers in their exhibits at the Biltmore Hotel.

SOUTHERN BUILDING SUPPLIES will publish a special Program Edition in support of the Southeast Building Material Show in October. It will carry the complete program, background of the show, list of exhibitors, and other timely information.



Haynes Is New Manager of Producers Council

John L. Haynes has been appointed managing director of the Producers Council, national organization of building products manufacturers.

Haynes formerly directed the building materials division of the National Production Authority. He succeeded Charles M. Mortensen, who resigned May 1 to become associate manager of the trade association department of the Chamber of Commerce of the U. S.

Haynes has been connected with the construction industry for 27 years. A graduate of George Washington University in both engineering and law, he once was chief of the construction division of the U. S. Department of Commerce.

Clark Equipment Co. Buys Ross Carrier Co.

The Clark Equipment Co., a leading manufacturer of materials-handling equipment in Buchanan, Mich., has acquired all capital stock of the Ross Carrier Co. in Benton Harbor, Mich. The transfer included the Michigan Power Shovel Co., a Ross subsidiary.

Since 1930 the Ross company has built excavating and crane equipment, straddle carriers, and similar equipment. The new expansion enables Clark to increase its equipment line to serve more purposes.

Shareholders of Ross stock received 69 shares of Clark Equipment Co. common stock in exchange for each share they formerly held.

LDRC Plans \$10,000 Study of Yard Layouts

IN AN EFFORT to help dealers cut their handling costs, yard layout, mechanical handling of materials, and office layout are to be studied by the Lumber Dealers Research Council.

The executive committee of this national organization of lumber dealers at the annual spring meeting, held in Champaign, Ill., voted to set aside a sum of \$10,000 to start the study. Ultimate goal of the project will be the design of model layouts for yards of various sizes.

Clarence A. Thompson, of Champaign, chairman of the executive committee, was asked to appoint a committee to determine the method of approaching the study. A "clinic" may be held on the subject, with representatives from lumber yards, associations and manufacturing firms participating.

Another research proposal which met with favorable reaction calls for preparation of a series of house plans, materials for which can be

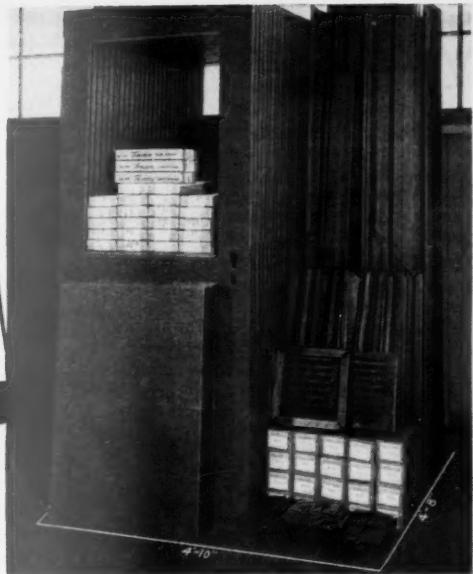
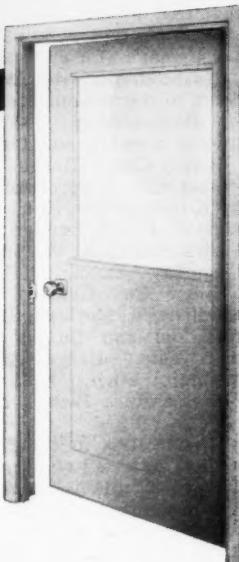
pre-cut and pre-assembled by lumber dealers if they wish.

Members of the Lumber Dealers Research Council visited the University of Illinois Small Homes Council Research Center and viewed two movies produced as part of HHFA research contracts — one on the Southwest Research Institute's "Technometric House" and the other on the Demonstration Houses built by the Small Homes Council.

New members of the LDRC executive committee are Phil Creden, of Chicago, and Craige Ruffin, of Richmond, Va.

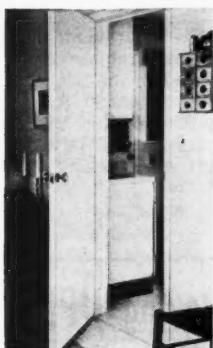
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How to stock 25 doors, frames and hardware in a 4'10" x 4'8" floor area!



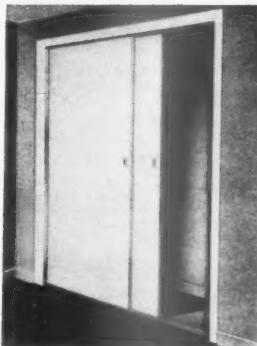
More profit out of your floor space than ever before and you can fill practically any door need with these Fenestra* Metal Door-Frame-Hardware Units:

Fenestra Hollow Metal Doors (as nationally advertised in *Business Week*, and in trade publications). Ideal for schools, stores, offices, warehouses, gas stations, etc. Complete with pre-fitted metal Frames and Hardware. Cost less than half as much as comparable doors because Fenestra's tremendous facilities permit great mass production. Simply installed—no cutting or mortising, etc. Each 1 3/4" thick door is *insulated* for quiet performance. Can't warp, swell, or splinter. Very versatile—can be used swing right or left, swing in or out. Any combination of glass or metal panels. Available in flush or panel styles. Also available are Entrance Doors with the big glass panel and "push-pull" bars and Underwriters' "B" Label Doors.



Fenestra Residential-Type Metal Swing Door Units—(as nationally advertised in consumer and trade publications). Come with pre-fitted Frames and Hardware. Combine sleek beauty with the maintenance-free qualities of metal construction. 1 3/8" thick. Sound insulated. Installed in four simple steps:

Bolt frame together, attach to floor and anchor to walls, screw on template locks and hinges, hang the door!



Fenestra Residential-Type Metal Sliding Closet Door Units—(as nationally advertised in consumer and in trade publications). Come complete and can be installed with a screw driver—a perfect product for your "do-it-yourself" customers. These doors are beautiful space-savers and they will always glide smoothly, easily. They can't warp or swell or stick. Come with a baked on prime coat of paint or with a beautiful "birch" finish. Popular sizes.

*®

For complete information on these popular Fenestra Metal Door-Frame-Hardware Units, call your nearest Fenestra Representative (listed in the yellow pages of principal city phone books) or write Detroit Steel Products Company, Dept. SBS-6, 3421 Griffin St., Detroit 11, Michigan.

Fenestra

METAL DOOR • FRAME • HARDWARE UNITS

NEWS of the INDUSTRY

S. E. Building Material Show Scheduled

October 22-24 in Atlanta, Ga., Hotel

THE FIRST regional Building Material Show for dealers in the Southeastern states will be held at the Biltmore Hotel in Atlanta, Ga., October 22-24.

It will be sponsored by three state dealer associations — the Florida Lumber and Millwork Assn., the Building Material Merchants of Georgia, and the Tennessee Building Material Assn. Officials of these groups have contracted with Foster B. Steward, veteran Atlanta show director, to direct the building material exposition in the Biltmore Hotel's new Convention Hall.

The show will feature the product and service exhibits of the major manufacturers of building materials in 100 exposition booths. Wholesalers and jobbers will contact their dealer customers from conference booths.

On the mornings of Thursday and Friday, October 22 and 23, dealer forums will be held in which dealers will exchange experiences and share the wisdom of experts on housing, materials merchandising, and public relations. Outstanding speakers will be booked on these basic dealer topics.

Over 3,000 retailers and wholesalers in eight Southeastern states will be invited to attend this first

Southeast Building Material Show, according to Director Steward. All dealers in Alabama, Mississippi, North and South Carolina, and Virginia will be invited in addition to those in Florida, Georgia, and Tennessee.

Representing the three sponsoring dealer associations on the board of management for the Southeast Building Material Show will be:

For Florida—President B. Frank Edwards, of Tampa, and Mrs. Marie Bennett, secretary-treasurer, of Orlando.

For Georgia—President W. O. McNair, of Macon, and Counselor Joseph G. Rowell, of Atlanta.

For Tennessee—President W. S. Sexton, of Knoxville, and Secretary-Manager R. O. Brownlee, of Knoxville.

On Saturday, the third day of the Southeast Building Material Show, contractors and architects will be the guests of the manufacturers in their exhibits at the Biltmore Hotel.

SOUTHERN BUILDING SUPPLIES will publish a special Program Edition in support of the Southeast Building Material Show in October. It will carry the complete program, background of the show, list of exhibitors, and other timely information.



Haynes Is New Manager of Producers Council

John L. Haynes has been appointed managing director of the Producers Council, national organization of building products manufacturers.

Haynes formerly directed the building materials division of the National Production Authority. He succeeded Charles M. Mortensen, who resigned May 1 to become associate manager of the trade association department of the Chamber of Commerce of the U. S.

Haynes has been connected with the construction industry for 27 years. A graduate of George Washington University in both engineering and law, he once was chief of the construction division of the U. S. Department of Commerce.

Clark Equipment Co. Buys Ross Carrier Co.

The Clark Equipment Co., a leading manufacturer of materials-handling equipment in Buchanan, Mich., has acquired all capital stock of the Ross Carrier Co. in Benton Harbor, Mich. The transfer included the Michigan Power Shovel Co., a Ross subsidiary.

Since 1930 the Ross company has built excavating and crane equipment, straddle carriers, and similar equipment. The new expansion enables Clark to increase its equipment line to serve more purposes.

Shareholders of Ross stock received 69 shares of Clark Equipment Co. common stock in exchange for each share they formerly held.

LDRC Plans \$10,000 Study of Yard Layouts

IN AN EFFORT to help dealers cut their handling costs, yard layout, mechanical handling of materials, and office layout are to be studied by the Lumber Dealers Research Council.

The executive committee of this national organization of lumber dealers at the annual spring meeting, held in Champaign, Ill., voted to set aside a sum of \$10,000 to start the study. Ultimate goal of the project will be the design of model layouts for yards of various sizes.

Clarence A. Thompson, of Champaign, chairman of the executive committee, was asked to appoint a committee to determine the method of approaching the study. A "clinic" may be held on the subject, with representatives from lumber yards, associations and manufacturing firms participating.

Another research proposal which met with favorable reaction calls for preparation of a series of house plans, materials for which can be

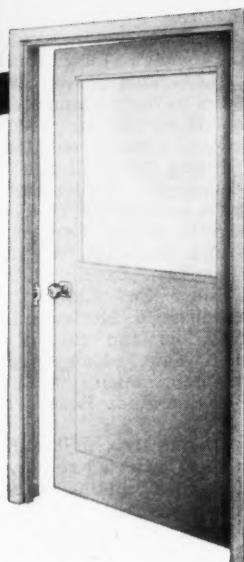
pre-cut and pre-assembled by lumber dealers if they wish.

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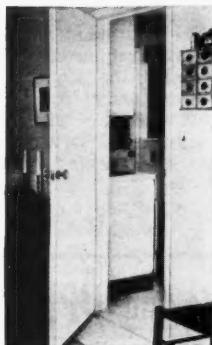
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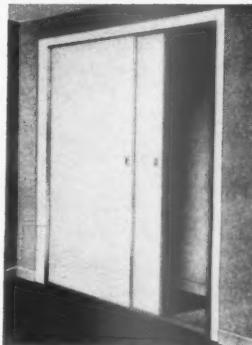
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METAL DOOR • FRAME • HARDWARE UNITS

St. Louis 8th Grader Wins Essay Contest

Beverley Jean Fawcett, 13, an eighth-grade student at Larimore School, St. Louis, Mo., won the grand prize of \$500 cash and an all-expense trip to Washington, D. C., in the National Association of Home Builders' First Annual Essay Contest. Her sponsoring teacher also wins a cash award of \$500 and an all-expense trip to Washington with Beverley.

The schoolgirl's winning essay on the subject of "Why Home Ownership Builds Good Citizenship" pointed out that home-owners are vitally interested in the well-being of their community. Home-owners, the essay said, take more interest in school activities, elections, civic betterment, fair taxation and security.

Beverley's essay competed with 10,250 other entries in the national competition, and against 400 outstanding essays in the finals of the national judging. Awards were for best original essays of 600 words or less on the contest subject.

The three top winners and their teachers each received cash awards amounting to \$500, \$250, and \$100 respectively.

Fourth- through tenth-place winners (and teachers) each received \$25 cash. They included Eleanor Walker, Dallas, Tex.; Barbara Cooper, Borger, Tex., and Bill D. Barr, Stillwater, Okla.

The judges were: Mrs. Brice Clagett, General Federation of Women's Clubs; Mrs. Emanuel M. Speigel, wife of the NAHB president; Herbert L. Brown Jr., editor, *Changing Times* magazine; Mrs. V. K. Stephens, American League of Pen Women; Martin Agronsky, national commentator, American Broadcasting Co.; and Leonard L. Frank, chairman, NAHB Educational Committee.

Kiski Valley Pays Homage to Bob Lynch

Robert S. Lynch, president of the Atlantic Steel Co., Atlanta, Ga., at the recent annual meeting of the Kiski Valley Enterprises and the Chamber of Commerce in Vandergrift, Penn., was presented the Kiski Valley annual award in recognition of personal accomplishments and contributions to the American steel industry.

Milton E. Uncapher Jr. presented a bronze plaque to Lynch. It is inscribed: "To Robert Scott Lynch, a native of Kiski Valley, who has risen to a position of the greatest importance in the American Steel Industry and in the Industrial Field of business. This plaque is awarded as a token of the pride taken in his achievements by the neighbors of his

youth at 1953 Industrial Appreciation Banquet by Kiski Valley Enterprises, Inc., and Vandergrift Chamber of Commerce."

More than 500 business and industrial men attended the annual Industrial Appreciation dinner at which Lynch was honored.

Southern Homes Show Planned for 1954

The Textile Hall Corp., a non-profit organization that has sponsored shows of various types for over 35 years, will present its first annual Southern Homes Show March 22-26, 1954.

It will be held in massive Textile Hall in the heart of downtown Greenville, S. C. With its 50,000 square feet of exhibition space, the building has served as a site for the Southern Textile Exposition and for the Southern Textile Basketball Tournament, in which up to 100 teams compete.

Textile Hall officials said the exposition is intended "to place the region on the big-time circuit with metropolitan centers" and to permit home-planners to see innovations in materials and techniques as soon as they are shown in such centers as Chicago and New York.



P. A. SHARP has been appointed manager of the Southeastern sales division of the Masonite Corp. by **F. O. Marion**, general sales manager. A salesman with Masonite in Dixie since 1934, Sharp was appointed assistant division manager last June. From headquarters at 1145 Peachtree St., N. E., in Atlanta, Ga., Sharp now manages Masonite sales and promotional activities in the Carolinas, Virginia, Tennessee, Mississippi, Alabama, Florida, and Georgia.

Winners in Public-Relations Contest

Outstanding entries by dealers in Texas, Virginia, and Kansas were among the 10 selected for top national recognition in the 1953 Public Relations Contest of the National Retail Lumber Dealers Assn.

The 10 national winners were announced by Donald L. Moore, editor of *SOUTHERN BUILDING SUPPLIES*, May 6 at the spring meeting of the national association in Washington, D. C. He explained that the jury of editors which judged the competition had also selected 29 entries for state recognition in the contest. He said handsome certificates would be sent to the managing officers of the federated associations, who would present them to the winning dealers on appropriate occasions.

The national winners included the Potomac Supply Corp., Kinsale, Va.; Stein Lumber Co., Fredericksburg, Texas; Davis Lumber Co., Hutchison, Kan.; John W. Fisher Lumber Co., Santa Monica, Calif.; A. W. Burritt Co., Bridgeport, Conn.; Edward Hines Lumber Co., Chicago, Ill.; Melvin Lumber Co., Norwalk, Iowa; Gloucester Coal and Supply Co., Gloucester, Mass.; Hamar-Quandt Co., Houghton, Mich.; C. Starkweather & Son, Inc., Beaver Dam, Wis.

Among the dealers in the South and Southwest awarded state recognition for their public relations activities were: Antrim Lumber Co., Enid; and Al Carr Lumber Co., Ponca City, Okla.; Dimmit Supply Co., Carrizo Springs, Tex., and Renuart Lumber Yards, Inc., Coral Gables, Fla.

The Public Relations Committee of NRLDA was requested by the board to broaden the scope of the public relations contest for 1953 to include merchandising promotions and advertising that have fundamental effect on a dealer's over-all public relations.

Moving UP!

Adams-Rite Manufacturing Co. . . . RICHARD S. CLARK has been made manager of builders hardware. He succeeded Granville E. Lee, who resigned May 1.

Pittsburgh Plate Glass Co. . . . MICHAEL J. BATENBURG has been appointed to the new position of general advertising manager, and RICHARD W. DITTMER fills the new position of assistant director of public relations. Batenburg joined Pittsburgh in 1939 and has handled paint

Home Buyers are Reading THIS AD

in Better Homes & Gardens and in Living For Young Homemakers. Below are what two prominent home builders are saying about Fenestra Windows.

For complete information on these popular Fenestra Windows, call your Fenestra Representative or write Detroit Steel Products Company, Dept. SBS-6, 3421 Griffin Street, Detroit 11, Michigan.

1953 Window Models by Fenestra

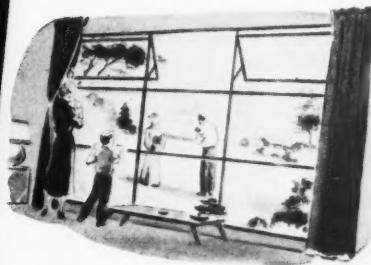
NEW Fenestra "RAIN SHEDDING" PROJECTED WINDOWS

You don't have to run to shut your windows every time it rains—the projecting vents shed the rain outside, protecting your furnishings. And incoming drafts are deflected upward to protect your health and comfort. Fenestra Metal Screens and Storm Sash go on quickly and easily from the safe, warm inside of the house and these beautiful, streamlined metal windows give your house a lower, spread-out appearance... emphasize the graceful, horizontal lines of your home. They are available Super Hot-Dip Galvanized—never need painting! Come complete with casings to save building costs.



NEW Fenestra "BIG VIEW" WINDOWALL

Fenestra's new WindoWall gives you extra view and more light because of its specially designed, slender steel frame. It adds the light doors—makes your room feel bigger. It enhances the graceful lines and neatness of your home. The awning-type ventilators give you protected ventilation. Screens slip easily on from inside the house. And you can have $\frac{1}{2}$ " double-pane insulating glass in this exciting new window. Available Super Hot-Dip Galvanized for complete protection from rust.



Fenestra "EASY-OPENING" CASEMENT WINDOWS

Graceful, easy-operating Fenestra Metal Casement, Fenestra Casings, Metal Inside Screen, "tailored-fit" Fenestra Inside Storm Sash... all designed for each other. That's why they are so trouble-free. With a gentle swirl of the geared roto-adjuster, casement leaves swing out to catch the breeze and guide it in... where you want it. No tugging or lifting. These windows cannot swell or shrink or splinter. And you can wash them inside and put on the storm sash, all from the comfortable inside of your house. Available Super Hot-Dip Galvanized to eliminate your maintenance worries.



Fenestra RESIDENTIAL STEEL WINDOWS • WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH •

Your home is forever.
So remember the house.

"We used your WindoWall in our 90-house project and they added substantially to the eye and sales appeal of our \$10,000 class houses. We are pleased far beyond our expectations. To use the Fenestra name is synonymous with quality and satisfaction."

Jerome S. Cardin, Vice-President,
Admiral Construction Corporation,
Baltimore, Md.

when you
on any of
Fenestra
new pages of

Detroit Steel Products Co.
Department BIC-6
2262 East Grand Blvd.
Detroit 11, Michigan
Please send me the free
literature checked on
Fenestra Residential
Products.

Trade-mark of D. S. Co.
Name _____
Street _____
City _____

"Switched from double-hung wood windows to your Fenestra Casements with combination Inside-Outside Casings in our new development. The elimination of stools cut our installation time and costs and total savings went far beyond our initial planning. We'd be glad to give any builders our field findings on these units."

C. Albert Merritt, President,
Woodbrook Homes, Inc.,
Baltimore, Md.

advertising for six years. Dittmer was manager of glass advertising and sales promotion.

Asphalt Roofing Industry Bureau . . . L. W. CLARKE, vice-president of the Philip Carey Manufacturing Co., has been chosen chairman of the board of governors and chairman of the executive committee. W. R. WILKINSON, vice-president of Johns-Manville Corp., is new vice-chairman; E. L. CHAMBERLAIN, vice-president of Bird and Son, Inc., treasurer, and FRANK E. McNALLY, chairman of the board of B. F. Nelson Manufacturing Co., is a member of the executive committee.

American Institute of Architects . . . Thirty members of this professional society recently were advanced to the Fellows rank, an honor bestowed for distinguished performance in design, public service, and education. Among them were LEON CHATELAIN JR. and THEODORE IRVING COE, Washington, D. C., and MILTON LATOUR GRIGG and MARCELLUS EUGENE WRIGHT, Virginia architects.

Georgia-Pacific Plywood Co. . . . LT. GENERAL LEWIS A. PICK, retired chief of the Army engineers, has been elected vice-chairman. He was in charge of constructing the famed Ledo road in World War II and the Thule airbase in Greenland. He currently is touring the 15 Georgia-Pacific plants before returning to headquarters in Olympia, Wash.

Briggs Manufacturing Co. . . . The Plumbing Ware Division has announced the appointment of ARTHUR N. HILL as director of advertising and sales promotion, succeeding Robert F. Anthony, who resigned. He formerly was associated with an agency that handled Briggs advertising campaigns.

Great Lakes Carbon Corp. . . . DE OTIS L. MARLETT is now vice-president and general manager of the Dicalite and Perlite divisions. He joined the firm in 1952. The Department of the Interior awarded Marlett the distinguished service medal for his activity in organizing the Defense Electric Power Administration.

Yale and Towne Manufacturing Co. . . . CARL M. LYNGE JR., advertising manager of the Stamford and Salem, Va., plants, has been promoted to director of advertising and sales promotion for the entire lock and hardware division, a new unit of Yale and Towne.

Federal Housing Administration . . . New FHA insuring office director in Baltimore, Md., is STRATFORD EYRE MCKENDRIC. Charles T. Batterden, who had been acting FHA director in Maryland for several months, resumed his duties as assistant director.

General Electric Co. . . . CLARENCE H. LINDER, vice-president and gen-



E. D. ERICKSON has been named sales representative for Insulite building products in northeastern and north-central Texas. His line includes Insulite structural and decorative board, insulating wool, and hardboard.

eral manager of the company's major appliance division, has succeeded HARRY A. WINNE as vice-president of engineering. Linder's successor is CHARLES K. RIEGER. His position as vice-president and general manager of small appliances was filled by WILLARD H. SAHLOFF, former general manager of the electronics division radio and television department.

Miller Metal Products . . . R. J. (DICK) O'CONNOR is new director of sales for the BeautyCraft Kitchens division. He formerly sold Elgin steel kitchens and Puritan kitchens.

Pittsburgh Plate Glass Co. . . . New manager of Pennvernon window glass sales is F. E. RICHARDSON JR. He joined Pittsburgh in 1929 and the Pennvernon division in 1936. His new assistant is FRED C. PAFFARD JR.

Virginia Metal Products Corp. . . . ROBERT M. DRYSDALE JR. has been appointed vice-president and general sales manager. He formerly was executive vice-president of the Federation for Railway Progress.

Mullins Manufacturing Corp. . . . D. F. RUCKS JR. has been named general manager of merchandising for the Youngstown Kitchen division. Succeeding Rucks as sales manager is M. L. ONDO, who advanced from assistant sales manager and manager of national builder sales.

A and F Tileboard Co. . . . New sales manager is JOSEPH S. WHITEMAN. Formerly he was in charge of O'Cedar Corp. products for a New Orleans distributing Co. His headquarters are in Alexandria, La.

Radio Control for Forest Protection

Fires that burned 315,000 acres of valuable forest resources in Texas last year will have one brake on them along the Neches River next year. The Southern Pine Lumber Co. at Diboll, in Angelina county, recently received its Federal Communications Commission permit to build a radio control system, tying 50 mobile air and ground units into a 500-watt station sporting a 290-foot tower.

Southern Pine is an affiliate of Temple Lumber Company, which operates 32 retail lumber yards mostly in Houston and the Gulf Coast region. The company, which owns and operates its own airplanes, initiated action early this year to construct the private station. It will have a range from Diboll of approximately 75 miles, and will be the first station of its kind in Texas.

Long a leader in modern forestry practices, the Southern Pine firm was a big loser in the devastating forest fires whose hot breath blew in the wake of last summer's drought. Then, Arthur Temple Jr., president, sought and received the approval of his board to add the radio system to their fleet of giant firelane plows and trouble-shooting jeeps.

Southern Pine and Temple have for many years employed a forestry department in cooperation with the Texas Forestry Service to practice tree-farming. Young growth is protected and encouraged. Detrimental undergrowth and harmful insects are combatted. Fire lanes are opened and maintained for quick access to remote fires. The radio system is the latest step in its forestry program.

The timber lost last year might have afforded 39,060,000 man-hours work in sawmills alone. It might have built 78,750 homes.

From a central panel in Diboll, vehicles will be directed by radio to focal points of conflagration observed by the air fleet. Direction and progress of fire can be determined while it can still be controlled.

Memorial for Lumberman

Dedication services and "open house" were recently held in Robbinsville, N. C., to mark the opening of the Bemis Memorial Library. It was given in memory of Mr. and Mrs. Harry C. Bemis.

Bemis founded the Bemis Hardwood Lumber Co. in 1926 and later held lumber interests in New York, Pennsylvania, Texas, and West Virginia.

His son John M. Bemis, now president of the firm, made the dedication address. The 5,000-book library will serve Graham county.

BOOST SUMMER SALES!

BE READY-
STOCK-UP NOW!

This trademark on the panel is your guide, guard and assurance of DFPA quality-tested Exterior fir plywood. Sell it with confidence for all outdoor building jobs. Call your jobber today and lay in an extra supply so you can cash-in on new sales created by this program.



ASK FOR DFPA-INSPECTED PLYWOOD!

TIE-IN NOW

WITH THIS GREAT NEW
**EXTERIOR FIR PLYWOOD
OUTDOOR LIVING PROMOTION**

A selling idea that can't miss—"New ideas for outdoor living." Timed to hit right when your sales need a shot in the arm—July and August.

Sure-fire sales-aids* help you tie-in—generous supply of 4 new plans for Exterior plywood outdoor storage units, carport and patio furniture . . . plus sales-starting counter display to hold plans . . . plus ad mats, radio commercials, statement inserts.

Backed by national advertising. Full-page ads in leading home magazines pre-sell your customers . . . tell them to "see your lumber dealer for plans and Exterior plywood."

*Get plans and display from the plywood salesman who calls on you
—OR SEND 50¢ TO DOUGLAS FIR PLYWOOD ASSN., TACOMA, WASH.



NBS Tests Show Value of Zinc to Steel Pipes

A study of underground corrosion of hot-dipped galvanized steel pipe, recently completed by the National Bureau of Standards, confirms previous NBS work in showing that galvanized steel having three ounces of zinc per square foot of exposed surface is highly resistant to corrosion in many soils which are very corrosive to bare steel.

Short lengths of both galvanized and uncoated steel pipe, and also plates of zinc, were buried at 15 test sites for periods up to 13 years. Located in widely separated parts of the United States, the test sites represented a wide range of soil properties. After each of five periods of exposure, a set of specimens of each material was removed and returned to the NBS laboratories.

The zinc coatings provided good protection in most of the soils.

The NBS study revealed that the high corrosion resistance of the galvanized specimens continued to show in most of the soils after the outer zinc coating, and even after the zinc-iron alloy layer, had entirely corroded away. This continuing protection is tentatively attributed to an inorganic coating, probably siliceous, believed to have been deposited by galvanic action between the outer zinc coating and the underlying steel or alloy layer.

Gunnison Homes, Inc., Opens District Offices

Gunnison Homes, Inc., U. S. Steel's housing subsidiary, has established seven district offices in major marketing areas to advise independent dealers marketing these pre-fabricated houses.

These new offices are in Atlanta, Ga., Dallas, Tex., Louisville, Ky., and

other Northern and Western cities. Besides a manager, each district office will have commercial service, dealer franchise, and product service representatives.

The Gunnison homes are all of wood construction. They have been on the market for 16 years.

New plant facilities are under construction at Shiremantown, Pa., near Harrisburg, for production of insulated steel military warehouses, barracks, and post exchanges. The plant's output later will be converted to civilian needs.



DAN B. SEDGWICK, above, has been appointed director of dealer merchandising for the Douglas Fir Plywood Assn. by W. E. Difford, managing director. Former assistant sales promotion manager in New York City for Remington Rand, Inc., Sedgwick will develop sales literature, point-of-purchase displays, and other sales tools for retail lumber dealers to use in selling more plywood.

Vermiculite From Scratch To Finish

This new apartment building, Shelbourne Towers in Knoxville, Tenn., is one of the largest applications of vermiculite plaster in recent years. Some 5,600 bags of plaster aggregate and 1,200 bags of finish aggregate were used. The walls do not chip when nails are driven into them. The apartment dwellers are assured of greater privacy and quiet.



Argentine Architects Win "Cool Home" Awards

Two Argentinian architects on temporary teaching assignments at North Carolina State College took top national honors and \$5,000 in prize money in the Carrier Weathermaker Home Competition.

The judges selected the plan for a flat-roofed, one-story, five-room house submitted by Eduardo Fernando Catalano and Horacio Caminos, of the School of Design of North Carolina State College, as the best of 855 entries from architects, architectural draftsmen, and students all over the country.

The novel competition was sponsored by Carrier Corp., pioneer in air-conditioning, which offered \$27,800 in cash awards to interest architects and builders in homes designed especially to meet the requirements of the recognized trend toward year-round air-conditioning of dwellings.

Among the winners of \$2,000 area grand prizes were Larry Mallard and James L. Bennett, Greensboro, N. C., and A. L. Aydelott, Memphis, Tenn., in the South and Southwest, and Tom Bear, St. Louis, Central and Northwest.

Cloud Wampler, president of Carrier, predicts a great boom in the residential air-conditioning business. "More than 60 per cent of the homes to be built in this country within the next six years will be completely air-conditioned," he said. He pointed out that year-round air-conditioned homes can now be purchased for as low as \$7,500.

Air Beats Towels

United States government tests have revealed that mechanical air-drying of hands offers greater sanitary protection than towels. Tests were conducted in surgery rooms of a Seattle, Wash., hospital.

Firms that have installed these mechanical air dryers report that they have paid for the machine within one or two years through savings of laundry bills or commercial linen services.

Parts Available for Coal Heating Systems

The Coal Heating Service Division of the National Coal Assn. is calling to the attention of coal dealers the tactics of high-pressure heating firms that claim replacement parts are not available.

C. H. S. has urged all coal dealers to advertise the fact that all repair parts are available and to offer their help in locating hard-to-find items. A list of 35 firms supplying such parts is available from C. H. S. offices at 802 Southern Building, Washington 5, D. C.

NOW...A Complete Line of

OWENS-CORNING

FIBERGLAS

Building Insulations by

RUBEROID



Promoted by Arthur Godfrey, the greatest sales-booster of them all, on 32 TV and 186 radio stations . . . and ads in home, farm and builder magazines!

Something new . . . and **BIG** . . . has been added to the Ruberoid Line . . . Fiberglas Insulation!

Yes! That's the big news! Ruberoid is now national distributor for Owens-Corning Fiberglas . . . the building insulation that enjoys all-out popularity in the insulation field.

What other insulation matches Fiberglas efficiency? What other insulation gives your customers so many "extras"? What other insulation gives you such selling support? With what other insulation can you make such profits?

You know the answers. But ask your Ruberoid salesman about details on how to cash in on this great new addition to the Ruberoid line. Ask him about the big farm market potential . . . the booming Southern market for Fiberglas . . . and how to get more business out of builders (and for builders!). The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.



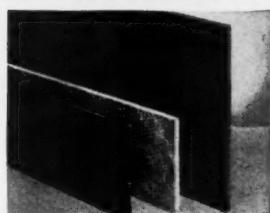
ROLL BLANKETS



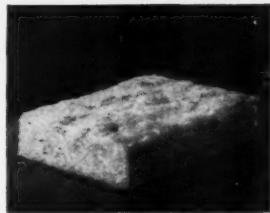
BATT BLANKETS



POURING WOOL



PERIMETER INSULATION



UTILITY BATT

*Trademark of the Owens-Corning Fiberglas Corporation (Reg. U. S. Pat. Off.)

The RUBEROID Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

JUNE, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



Storm Damage to Waco Dealers Slight

By ROBERT LATIMER

DAMAGE TO building material stores and lumber yards in Waco, Tex., was comparatively light during the incredible tornado May 11. Striking at 4:37 without warning, the giant wind crushed flat some 44 square blocks in the downtown district and fringe industrial area, and killed 113 persons within seven minutes.

Inasmuch as most lumber dealers were located well out of this area, the general damage was ripped roofs, smashed windows, and water damage when a torrential downpour followed the tornado.

One exception was W. F. & J. F. Barnes Lumber Co., at South 8th and Webster streets, directly in the path of the twister. Destruction to buildings and inventory here will be in excess of \$100,000, according to John Nixon, general manager. Only two of the dozen warehouses of this large dealership escaped, with others caved in, roofs torn away, or smashed flat. The roof on the main building was torn away in spots, plate-glass windows erupted into tiny fragments under the powerful suction of the tornado, and walls cracked under the strain. There were some injuries but no deaths, according to Nixon.

"It will be weeks before we can determine the full extent of the loss," he reports. "Much of it is in the inventory. Lime, plaster, cement, paint, are almost a complete loss. Metal stock — such as laths, nails, hardware—is a mass of rust after 50 hours or more of solid heavy rain. We have obtained new stocks in order to help with the RFC and Red Cross reconstruction program."

A few blocks away the Collins Lumber Co. lost the roof and upper story of a storage building, with

heavy damage to water-vulnerable materials stored within. All signs were blown down, the yard was littered with lumber, and the company is striving now to meet the heavy demand for building materials.

A tornado offshoot is blamed for this destruction, inasmuch as the blocks between its location and the downtown district weren't damaged in the least. Here, however, four large buildings were smashed into rubble in an instant. A five-story furniture store, crashed into a pitiful heap with 40 persons inside; the death toll was eventually fixed at 22 crushed to death. The nearby City Lumber Company lost windows.

The Circle Lumber Company, southeast of the city where the tornado first struck, reports metal roofing gone from its sheds, fences ripped out, and general damage to the stock within the warehouses.

Heat Pump Systems Found Practical

The Westinghouse Electric Corp. has just completed field tests on three air-to-air heat pumps installed in private homes. The experience and results gained in the residential heat pump test were quite promising according to a paper presented by G. L. Biehn, before the American Power Conference in Chicago.

Three different climatic areas in the U. S. were chosen for installation of the test units. The Southeast was represented by a five-room bungalow in Miami, Fla.; the Southwest, by a five-room ranch type home in Fort Worth, Tex.; and the northern fringe area, by an eight-room ranch style house in Lynchburg, Va.

After the selection of the cities, the power companies supplying service to the respective areas were contacted to enlist their cooperation.

The air-to-air heat pumps are regulated by a single three-stage room thermostat. There is a five degree differential between the heating and cooling stage, and a two degree differential between normal heating and the booster heat stage. For example, a thermostat set at 74 F would control the heating stage at this temperature. Booster heat would come on at 72 F and cooling at 79 F. A switch mounted on the thermostat permits manual control of the air circulating fan.

At the Lynchburg residence, the cost of operation of the heat pump for the first year averaged \$33.10 per month at the regional rate of 1½ cents per kilowatt hour.

Further south in Miami, the heat-pump operation costs averaged \$10.50 per month, based on same rates. Cooling is the prime requisite in Miami; thus the cost is accepted as a rather nominal addition. It was the heating that made the impression on the home-owners here, however, since the usual type of heating used in this area is not too comfortable.

Although a full season has not quite been completed at the Fort Worth installation, present data indicate that the operational cost will be less than \$40.00 per month. The rate including demand charges and fuel adjustment is somewhat over 2 cents per kilowatt hour.

Each of the three families in whose homes the heat pumps were installed found the system to be more than satisfactory in every respect. They were especially fond of the heating due to the lack of drafts or dryness generally present in other types of hot air heat.

Biehn said that the air-to-air heat pump will be offered commercially by Westinghouse in late summer.

Pump Market Great

According to the National Association of Domestic and Farm Pump Manufacturers, a market now exists in this nation for the sale of 11,250,000 electric water systems. This means "a tremendous profit potential that remains to be realized by electric water system dealers."

"And for every water system sold, the dealer can expect ultimately to sell such home appliances as a water heater, water softener, automatic washing machine, dishwasher, kitchen sink, and bathroom fixtures exceeding in value by more than six times the original water system sale."

Lumber dealers can bill substantial bills of materials for the bathrooms, closed-in porches, improved kitchens that will be built to accommodate this equipment.

... but the benefit of my experience...
division commander, which was graciously accepted. I then was turned to the hospital for another season, seven days, and largest of these carriers is Inland's flagship, the William Sykes, which makes a round the world trip every five days and carries the world.

These are the memories which came back to me on my trip to Cantigny yesterday.

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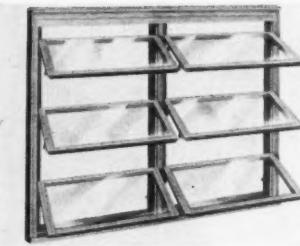
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PRODUCT PARADE

AWNING WINDOW UNIT



E-Z-Vent wood awning window units can be combined to create various styles of window treatments. This Thrif-T line covers most homeowners and builders' needs, with 12 standard sizes, including single, twin, and triple ribbon units; kitchen (over sink) units; window walls; and picture window units.

Sash is easily cleaned from the inside without removing or lifting. Hardware is of aluminum, and no hardware is exposed outside when window is closed. Screen is all aluminum.

Write for 201. Use coupon below.

TRANSLUCENT PANELING

A new translucent fiber glass paneling, called Barcile, has been added to the Barclay line of Plasticcoated wall and ceiling panels.

This shatter-proof material is used as sidewalls, partitions, factory win-

dows, skylights, and other home uses in the flat-sheet form.

The corrugated form is suitable for greenhouses, patio roofs, window awnings, and other purposes. Corrugated sheets have a $2\frac{1}{2}$ " pitch.

The sheets are 96" long and 26" wide. They are made in blue, green, yellow, gray, and clear. Additional sizes and colors soon will be available.

Write for 202. Use coupon below.

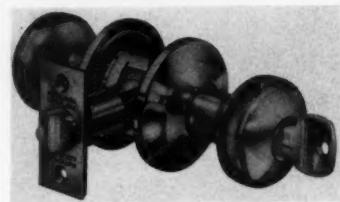
IMPROVED INSULATION

Philip Carey's new Fire-Guard batt blankets are encased with a vapor barrier on one side and a special flame-resistant paper on the other side, producing a completely enclosed blanket. They are made of an improved Carey rock wool fiber, felted into a super-thick blanket.



Approved by Underwriters Laboratories, Fire-Guard Batt blankets are made in 15" x 48" pieces, with nailing flanges $1\frac{1}{2}$ " wide.

Write for 203. Use coupon below.



CHEAPER LOCKSETS

The National line of locksets includes a new "440" series—a group of low-priced residential locksets said to be made with the same engineering skill and precision craftsmanship as National's "410" series.

This new series includes key locks, turnbutton locks, pushbutton locks, privacy locks, and knob latches. Knob and rose are made of brass, bronze, or aluminum. All working parts are rust-proof, fold-rolled steel.

The cylinder is the five-pin tumbler type, made of solid brass, and is easily reversible.

Write for 204. Use coupon below.

ALUMINUM HARDWARE

To meet the increasing need for aluminum hardware fixtures for schools and other institutions, Yale and Towne has introduced a full line of locks and builders hardware for this purpose.

The new aluminum line includes pin-tumbler mortise locks in four

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name _____

Title _____

Company _____

Address _____

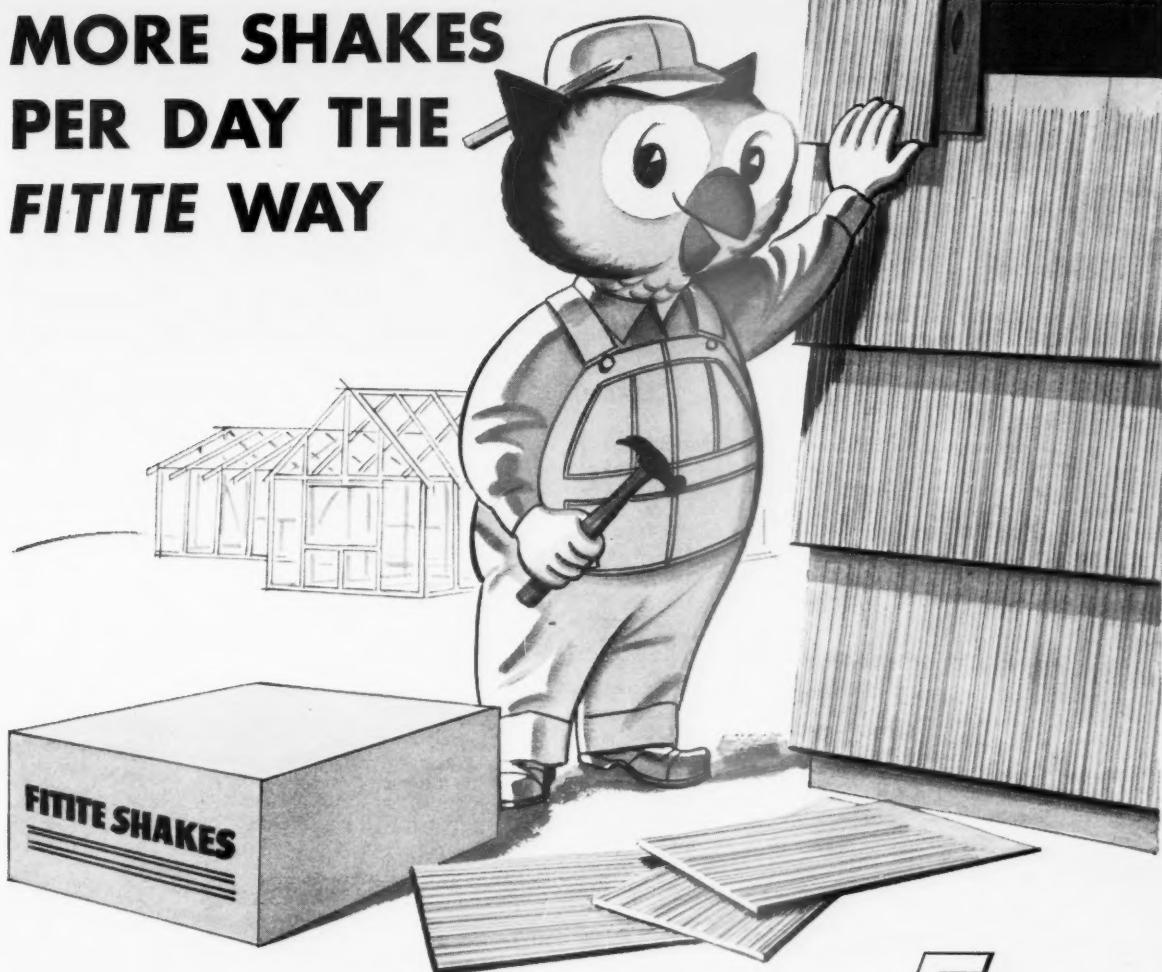
City & State _____

June, 1953

Circle numbers below. More details of these new products will be mailed promptly.

201	202	203	204	205
206	207	208	209	210
211	212	213	214	215
216	217	218	219	220
221	222	223	224	225
226	227	228	229	230
231	232	233	234	235
236	237	238	239	240
241	242	243	244	245
246	247	248	249	250
251				

MORE SHAKES PER DAY THE FITITE WAY



The Wise Applicator knows Wider *Fitites*
save application time . . .

It stands to reason that the man with the hammer can nail down a wide shake as fast as a narrow one. No wonder the men on the job like Fitite Shakes for their extra width! Yes, the average Fitite Shake covers more wall, permits a good applicator to apply as much as an extra square a day! With wider Fitites, fewer nails are required for the wall*, fewer nail-heads to show, less touch-up staining, fewer vertical "breaks" between shakes.

Where time is a cost factor (and where *isn't* it?), Fitite Shakes give the contractor the best performance in the field. They're made of extra wide, selected Certigrade shingles. They're stained and air-dried exclusively with penetrating, long-lasting Stayon Stains. You try 'em. You'll be glad you did!

WHOLESAVERS ATTENTION: If you are interested in the sale and distribution of our quality line of pre-stained shakes, write immediately to:

COLONIAL CEDAR COMPANY, INC.
600 WEST NICKERSON STREET, SEATTLE 99, WASHINGTON

*On Fitites wider than 8",
space nails 4" apart.

designs and a wide variety of designs of knobs, roses, thumb turn plates, cast and wrought push plates, cast and wrought pulls with plates, pull grips, flush bolts, door stops, letter hole trim, and sash fasteners. They will have brass bolts, screws, and cylinder plugs, finished in dull chrome.

Write for 205. Use coupon page 54.

ROOF RIDGE, HIP CAPS

Ludowici tapered tile is proving an economical solution to the problem of hips and ridges on roofs.

These semi-circular tiles, made in standard roofing colors, overlap each other to effectively cover the roof joints in a permanent, attractive manner. Application time is cut to a minimum.

On roofs with composition covering, such as asphalt shingles and asbestos shingles, the hips and ridges create a distinctive appearance.

Write for 206. Use coupon page 54.

NEW ASBESTOS SIDINGS

The Flintkote line of asbestos-cement sidings now includes three new "weathered" Stri-Color patterns.

The new sidings include weathered green, weathered coral, and weathered brown patterns—combining pastel tone striations on a white background.

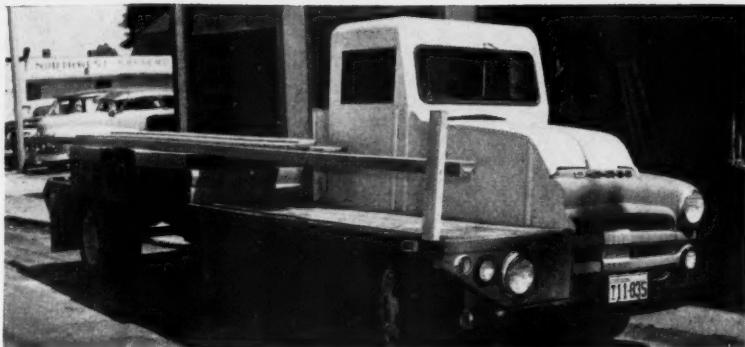
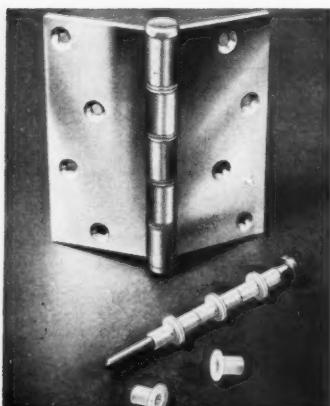
Write for 207. Use coupon page 54.

SQUEAK-PROOF HINGE

The H. S. Getty line of hinges now features nylon bearings to assure continued quiet operation of doors. They need no lubricating, create no vibration, and are unaffected by corrosion or rust.

The hinges are extruded bronze except for the stainless steel pin. Flange bearings are securely attached in each knuckle and can not fall out when hinge leaves are separated.

Write for 208. Use coupon page 54.



ECONOMICAL DELIVERY OF SMALL ORDERS

One man can do the work of two in loading and unloading miscellaneous materials such as cement, long lumber, ladders, tile, and roofing with this island-type truck with one-man cab. The truck was designed by a lumber dealer who found that delivery service sometimes consumed the profit on small orders.

The specially-built platform has

18' of loading space on one side and 10' of space on the cab side. The 103-HP truck has a weight capacity of 8,000 pounds.

Headlight, parking light, and directional signal light on the special cargo side have been placed in a lower position but still retain their use and comply with state laws.

Write for 209. Use coupon page 54.

"WOOD" STEEL DOOR

A new Fenestra birch-finish sliding closet door unit combines the advantages of steel with the beauty of birch wood grain.

The panels of this packaged unit are finished in baked enamel birch grain or in gray primer for repainting. They can't warp, swell, shrink, or splinter. These closet doors are available for 4' and 5' openings, with two by-passing panels for each size.

Write for 210. Use coupon page 54.

NOVEL WALL COVERING

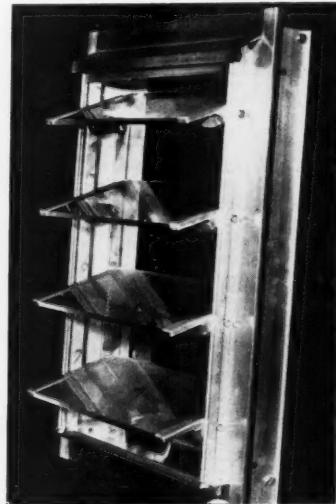
Bolta-Wall is a new semi-flexible wall covering consisting of an outer layer of Vinylite resins laminated firmly to a rubber-saturated paper backing. Vinylite resins resist most chemicals such as household greases, fats, oils, detergents, and cleaners. The wall covering is cleaned with a damp cloth or sponge.

Bolta-Wall is made with two surface textures—bamboo and leather-grain finish. It is easily installed by the home-owner. It comes in rolls or in 8" square tiles.

Write for 211. Use coupon page 54.

'SEALED' JALOUSIE

Weathermaster's new KD (knock-down) jalousie window unit has complete vinyl weatherstripping designed to withstand the most severe weather. For further protection, the aluminum screens are interchangeable with storm sash.



The KD unit is shipped in cartons, with head and sill available in 4" increments and jambs in 3 1/2" increments. It is assembled on the job with a screwdriver and eight screws. A pre-bent tab and adjustable tension tab seal the 4" glass louvers.

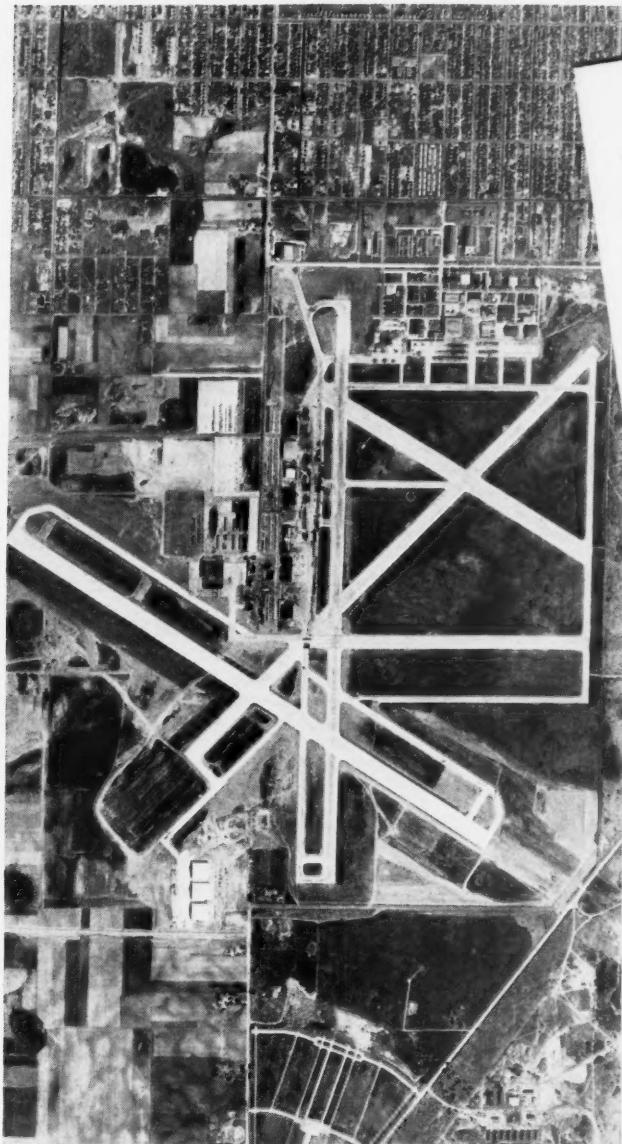
It is said that seven of these KD windows can be stored in the same space usually required for one assembled jalousie window.

Write for 212. Use coupon page 54.

SLIDING GLASS DOORS

Walker's Westerner sliding glass doors serve the modern trend toward indoor-outdoor living. They serve in place of picture windows or window

"...much more satisfactory mixtures by adding air-entraining agent at the mixer!"



...says Mr. W. E. King

President of Toltz, King and Day, Inc.,
Engineers and Architects for the
Minneapolis-St. Paul Wold-
Chamberlain International Airport.



In expansion of the Minneapolis-St. Paul Wold-Chamberlain International Airport, *Toltz, King and Day, Inc.*, faced the toughest kind of concrete problem. Runway requirements demanded concrete to support the severe shock of heavy aircraft and with resistance to frost and extreme temperatures. Engineering specifications required *air-entraining* concrete with a fixed degree of air entrainment regardless of variations in construction conditions.

Approximately 1,000 square yards of runway were laid using air-entraining cement, with unsatisfactory results. Following this, 4,000 square yards of runway were laid using the "prescription" technique. The results—in the words of Mr. King: "We have been able to secure much more satisfactory mixtures by adding the air-entraining agent at the mixer . . . and plan to use this method on future work."

Once again, the "prescription" method—using regular portland cement with air-entraining agent added at the mixer—delivers the goods.

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORLTAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

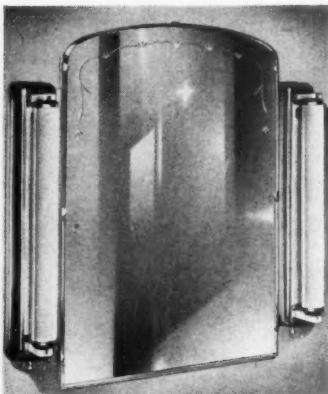


walls, and can be opened for greater ventilation and easier access to patios, gardens, and porches.

These glass doors are architecturally designed and precision-milled from vertical grain Douglas fir. They are made in a variety of sizes for right sliding, reverse sliding, or sliding in either direction.

Write for 213. Use coupon page 54.

MEDICINE CABINETS



The new Bennett-Bilt Premier medicine cabinets come in lighted and unlighted models.

These lower-priced cabinets fit flush with the wall. They feature baked-on white enamel finish on the interior, adjustable glass shelves, chrome trim, rubber bumpers, full-length piano-type hinges, and plate-glass mirror.

Write for 214. Use coupon page 54.

INSULATING WINDOW

A new Pittsburgh all-glass, double-glazed insulating window has edges that are electrically fused to provide a glass-to-glass seal without metals or bonding materials.

Known as TwindoWeld, this insulating window glass is designed for residential glazing, schools, and other applications where large quantities of relatively small size insulating units are utilized. TwindoWeld is made in sizes up to 50" by 62".

Write for 215. Use coupon page 54.

MODULAR CASEMENTS

New Truscon aluminum casement windows are made in modular sizes.

Eleven separate sections are combined to form many styles of windows for homes, including fixed lights that form picture windows, and lights that operate from left- or right-hand hinges.

A new folder includes a chart to show what pieces are used to create the various designs.

Write for 216. Use coupon page 54.

REINFORCING MESH

Wal-Lok masonry reinforcing mesh has been improved. It now is made entirely of 100,000 PSI-tensile-strength, cold-drawn steel wire. It is now deformed and knurled for greater rigidity.

Deforming increases gripping qualities 4.6 times over plain wire. Knurling improves bonding stress 3.2 times.

Wal-Lok is made in 12' lengths in sizes for 4", 6", 8", 10", and 12" nominal wall thicknesses.

Write for 217. Use coupon page 54.

ORNAMENTAL ALUMINUM

The Abco line of ornamental cast aluminum offers exceptional variety in styles for porch columns, brackets, railings, and other trim.

Patterns include Running Oak, Vine, Morning Glory, Modern, Grape, Oak and Laurel, and Scroll. They are suitable for application on wood, concrete, stone, or brick. They are rust-proof and require no care except occasional painting.

Write for 218. Use coupon page 54.

DECORATIVE HARDWARE

Ranch Craft cabinet hardware is especially suited to informal, ranch-style homes.

The various Stanley pieces have a ranch motif, including latch sets, door or drawer pulls, and hinges that



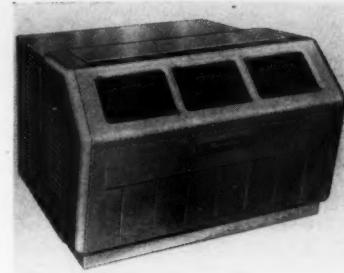
appear to be straps; door knockers and pulls, bar latches, and hinges that appear to be horse shoes, and matching hinges and door knobs.

Write for 219. Use coupon page 54.

HOME AIR-CONDITIONER

Introduction of a new room air-conditioner for homes and offices will help celebrate the 45th anniversary of the Dayton Pump and Manufacturing Co.

This air-conditioner, called Rapi-



dayton, is made in 1/2-ton and 3/4-ton models. The 3/4-HP model can control temperatures in an area up to 485 square feet.

It has a heavy-gauge steel cabinet and extends into the room only 13 1/2".

Write for 220. Use coupon page 54.

IMPROVED LOCKS

Schlage locks are now available in "luster sealed" aluminum.

Luster-sealing is not a plating process—the aluminum is given a glass-hard surface through electrolytic action. Tests on locks of luster-sealed and untreated aluminum locks under conditions equivalent to a lifetime in a damp, corrosive atmosphere left the latter lock pitted and marred. The luster-sealed lock retained its sheen.

Write for 221. Use coupon page 54.

ROOM CONDITIONERS

The new line of Fedders-Quigan room air-conditioning units comprises five window units and three console models.

The window units include 1/3-ton, 1/2-ton, 3/4-ton, 3/4-ton deluxe, and 1-ton models. They are available in either ivory or a new "breeze green."

The console line consists of 3/4-ton, 1-ton, and 1 1/2-ton models. These are finished in blond and mahogany woods, designed to harmonize with either modern or period furnishings.

Write for 222. Use coupon page 54.

PLASTIC WALL TILE

The Matico plastic wall line consisting of 43 items, features 12 marbleized and plain colors in full 4 1/2-inch-square polystyrene plastic wall tiles and a full assortment of regular and bull-nose trim.

A special "gambling Casino" package was sent to hundreds of key distributors and promoters to call special attention to the new Matico line.

Explaining the theme, "No more gambling," Matico's president said "it indicates our firm's intent to sup-

A WINDOW
FOR
EVERY
OPENING



JALOUSIE



DOUBLE HUNG



CASEMENT



AWNING



PIVOTED



PROJECTED



HOPPER



TWINSUL



BASEMENT



UTILITY

THE COMPLETE LINE
See Our Catalog
In Sweet's or
Write Direct For
Complete Infor-
mation.

*customers Buy on the SPOT
WHEN THEY SEE THIS...*



JALOUSIE DISPLAY

Seven young couples out of ten who bought 5 and 6-room houses on GI loans now need larger homes. But most of them can't afford . . . or don't want . . . to buy bigger houses.

You can give them an "extra room" they can afford and sell all the materials for a complete remodeling job when you set up our simple see-for-yourself Jalousie display in your business.

Our sales-perfected display not only presents an actual Jalousie customers can easily operate themselves . . . IT VISUALIZES THAT EXTRA ROOM FOR THEM! This means, once they see it, customers actually sell themselves!

FREE SALES BUILDERS KIT

included with display . . . containing newspaper mats, mail stuffers, radio spots, window banners and television spots.



WHY THIS DISPLAY SELLS:

1. IT SHOWS YOUR CUSTOMERS HOW TO MAKE MORE ROOM WITH PICTURES OF THE "FINISHED PRODUCT."
2. IT CONVINCES CUSTOMERS THAT UALCO JALOUSIES ARE SIMPLY INSTALLED . . . EASILY OPERATED . . . CLOSE WEATHER-TIGHT (STORM SASH ALSO AVAILABLE.)
3. IT GIVES YOU THE OPPORTUNITY OF SELLING ALL THE MATERIALS THAT GO INTO A COMPLETE REMODELING JOB!

ORDER YOUR DISPLAY TODAY!

Just fill out coupon below and return to us. Your Jalousie Display Plan will be mailed out immediately! We bill you \$19.25 (actual cost of display) which is later deducted from your initial orders. This means your display doesn't cost you a penny! SALES BUILDER KIT INCLUDED FREE!

Also Available—SALESMAN'S DEMONSTRATOR . . . equipped with handle for easy carrying. Increases sales when you demonstrate actual Ualco Jalousie window.



UNION ALUMINUM CO., INC. • SOUTHERN SASH SALES & SUPPLY CO.
World's Largest Manufacturer of Aluminum Casement Windows

UNION ALUMINUM CO., INC., Sheffield, Alabama

SBS-6

Gentlemen:

Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for \$19.25. I understand the full \$19.25 will be deducted from my initial orders. With my display I will also receive without charge complete "MAKE MORE ROOM" Salesbuilder Kit.

Please send catalog, technical data, prices.

Name . . .

Address . . .

City . . .

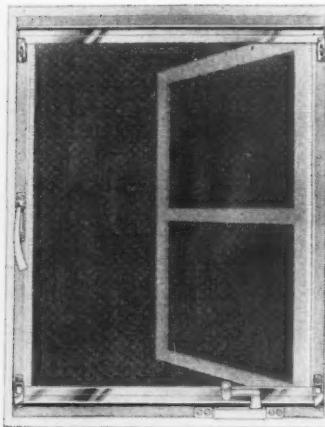
State . . .

Signed . . .

ply a quality product that meets both government and industry standards. Our plastic wall tile features a positive double-waterseal back to assure permanent bonding. Our colors are guaranteed to match perfectly from one factory run to another."

Write for 223. Use coupon page 54.

CASEMENT SCREEN



The new Tension-Tite type TC tension screen is made to fit all standard and modular steel or aluminum casement windows equipped with under-screen operators.

It is attached to the window frame with four pieces of hardware containing pre-assembled, self-tapping screws. The two top clips are adjustable and control the tension.

Lever brackets at the bottom of the frame are equipped with rollers.

A lever draws the bottom bar of the screen toward the roller and then tucks the bar into locked position.

The Tension-Tite screen is made of a new wire cloth that has a ribbon of metal woven into the selvage for greater strength and durability.

Write for 224. Use coupon page 54.

PAINTING AID

The Util-A-Brush is a new paint brush with a handle that can be bent in any angle for painting hard-to-reach places.

A strong, flexible cable joins the clear lacquered handle to the brush ferrule to permit easy bending to any angle. When adjusted, it stays in any position until moved again. It virtually paints around corners and can also be used to clean hard-to-reach spots.

Twisted to an unusual position, the brush is an attention-getter on its three-color descriptive card on any sales counter. It retails for about 79 cents.

Write for 225. Use coupon page 54.

PLASTIC-FACED PLYWOOD

Georgia-Pacific now makes a new lower-priced, medium-density, plastic-faced plywood called GPX Green. It is engineered to be painted and save labor cost in erection and maintenance.

It has been used successfully for exterior walls, panel and lapped siding, gable ends, blinds, shutters, and advertising and road signs. Interior uses cover walls of houses and trailers, counter display cabinets, artists panels for painting, toys, and children's furniture.

The panels are made in thicknesses ranging from 5/16" to 1-5/8", in panel sizes of 3' by 8' and 4' by 8'.

Write for 226. Use coupon page 54.

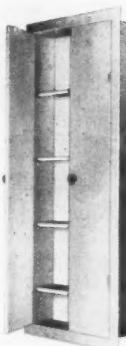
PLASTER DARBY

A plastering contractor has developed a darby curved to fit the plasterer's hands.

Made of aluminum alloy this darby is lighter than wood and will last for years. It is made in four sizes — 5 1/2" wide by 36", 40", 45", or 58".

Write for 227. Use coupon page 54.

BUILT-IN CABINET



The Leigh all-purpose cabinet is installed in the wall to fit flush with the wall. It is 36" high, 13 5/8" wide to fit between studs, and 3 3/4" deep.

It provides additional storage space in bathrooms, kitchens, clothes closets, utility rooms, and other parts of homes. The cabinet is made of zinc-coated bonderized steel, finished in two coats of enamel.

Four adjustable shelves are included.

Write for 228. Use coupon page 54.

LATHE-TYPE GRINDERS

Porter-Cable has introduced a new series of four double-arbor lathe-type bench grinders.

The 6", 1/4-HP model is for use in small shops, garages, home workshops, and similar uses. This model 116 takes 6" by 5/8" grinding wheels with 1/2" bore.

Model 517 is a 1/3-HP grinder taking 7" by 5/8" grinding wheels with 1/2" bore. It is suitable for larger automotive shops, tool rooms, and school workshops.

Model 518 is a 1/2-HP machine taking 8" by 1" wheels with 5/8" bore.

Model 519, built for continuous duty in factories and machine shops, has a 1-HP motor. It takes 10" by 5/8" wheels with 3/4" bore.

Write for 229. Use coupon page 54.

DUAL WATER SYSTEM

The Rapidayton Three-Star Champion is a new convertible jet-package water system designed to retail for \$99.50.

The Champion can be converted from a shallow- to a deep-well pump by using the same ejector equipment, without buying extra equipment. There are four volutes instead of one, making it a smaller, lighter pump with less friction.

Various models are equipped with motors of different HP ratings and fit over tanks of various capacities.

Write for 230. Use coupon page 54.

BRIGHTNESS CONTROL

Dusklite is a new flat glass for building areas that require brightness control. It is designed by PPGC as an inexpensive light-control measure for ribbon windows and ventilator units used with glass-block installations.

The glass is composed of two layers of window glass, laminated with an inner layer of neutral gray vinyl plastic.

Write for 231. Use coupon page 54.

MAKES CLOSE JOINTS

The Collins Close-Joint tool is effectively used for all types of work in holding or drawing boards together, such as joints of a screen, storm window, cabinet or closet door, while bracing or nailing. It is particularly suited for laying tongue-and-groove flooring and roofers.

The claw of the Close-Joint tool is put up against the new board in a



slanting position. The tool is tapped lightly so that the claw bites into sub-flooring and then drawn to an upright position. The board is thus held in position and nailed.

Write for 232. Use coupon page 54.



For MODERN or TRADITIONAL

When buyers want the best you can recommend, with confidence, R·O·W Spring Cushion Wood Window Units for modern or traditional type homes. Why? R·O·W Window Units are designed for flexibility, free action, good ventilation, more light and beauty and—they're removable for easy cleaning inside the home. Always specify R·O·W's—the original completely weather stripped removable windows!

The wise merchandiser knows that homeowners today demand quality and good appearance when selecting windows. R·O·W Windows meet these dual needs to the complete satisfaction of the builder or the remodeler. That's why R·O·W merchandisers enjoy volume sales and make more money, faster. We'll be glad to tell you more.



R·O·W Removable Wood Units Are Nationally Advertised



MANUFACTURED BY
DISTRIBUTORS
MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

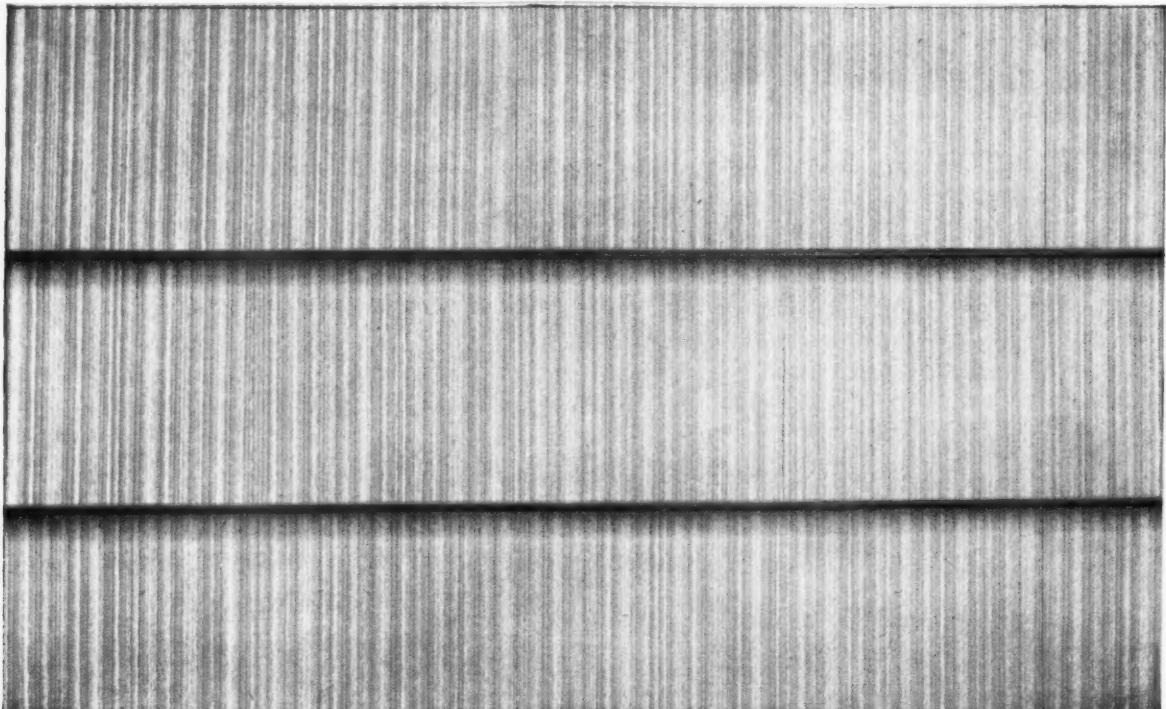
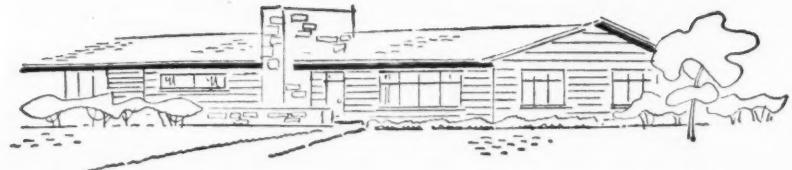
MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS
JUNE, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

NOW

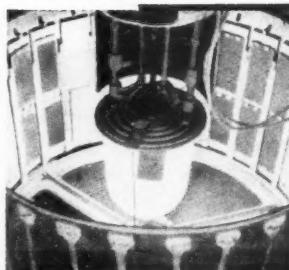
...Mustang brings you

COLOR • SEALED



*Color-Sealed Mustangs are made in white
and several
attractive colors*

"TORTURE TEST" IN WEATHER-O-METER
—proves top quality and performance of
Color-Sealed Mustangs, under blistering
heat, freezing cold, soaking rains.



ASBESTOS SIDING

in colors that resist time and weather

*The color is sealed in . . . rain, dirt, dust, stains
sealed out by an exclusive Carey process!*

The longer they're on, the better you look!

Yes, when you recommend and sell Color-Sealed Mustang asbestos siding shingles, you will be complimented for its beauty and utility. And you *cut in* on more sales, more profits.

Color-Sealed Mustangs are made color-fast by a special Carey process that puts a tough, armor-like seal on the weather side. This seal repels water, locks out dirt, grime, stains—and locks in the rich beautiful colors, protects them from fading.

Of course, Mustangs are rot and vermin proof too. Never need preservative treatment—won't burn. And for that look of real luxury, they're textured with a vertical striated design of exceptional beauty.

If you want to outsell your competitors, sell the siding that outperforms them all—Color-Sealed Mustangs. And be sure to recommend the Carey Shadow-line channel system of application. Get the full story from your Carey representative—or mail the coupon to us today.



MUSTANG DIVISION • THE PHILIP CAREY MFG. COMPANY
P. O. BOX 1082, HOUSTON, TEXAS

Please rush me samples and full details on new Color-Sealed Mustang asbestos siding shingles.
Send information also on Asbestos Roofing Shingles Carey Fire-Chex Shingles Asphalt Paints Cements Coatings Carey Shadow-line channel system

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

From the House of Carey—Fire-Chex Asbestos-Plastic Shingles—Paints, Coatings and Cements—Fire-Guard Rock Wool Insulation—Windmaster Shingles—Miami-Carey Bathroom Cabinets and Accessories—Kitchen and Attic Ventilating Fans—Other famous products for Home, Farm and Industry.

Hal's HUNCHES

New items dealers may find profitable to sell -- or use

FARM GATE IRONS. Anderson's Andy Brand farm gate irons permit quick, easy construction of farm gates with all hardware being placed on both sides of the gate for strength. It promotes "build it yourself" sales to farmers for gates of any length.

Write for 233. Use coupon page 54.

COOLING SYSTEM. Air-Rad, a zone-control radiator operating off hot-water systems, now incorporates a cooling system. A single room or any group of rooms may be cooled without cooling the entire building, saving operating cost.

Write for 234. Use coupon page 54.

FLOOD LIGHT. The low-priced weather-proof Lightscapers lighting unit meets the need for a flexible indoor-outdoor fixture. Used with either a "spot" or "flood" bulb, it comes either with a self-supporting universal mounting bracket or with a special spike for ground mounting.

Write for 235. Use coupon page 54.

CASH DRAWER. The Indiana cash drawer, model VI, fits under counters for use as a bank drawer or in some instances to replace a key-type cash register. Made of kiln-dried hardwoods, it measures 18" wide, 14-11/16" long, and 4 1/2" deep.

Write for 236. Use coupon page 54.

STEEL TAPE RULE. The White Chief 3210 RH steel tape rule is designed for right-handed people. As the user holds the tape housing in his left hand to make markings with his right hand, the numerals are right side up, unlike many similar rules.

Write for 237. Use coupon page 54.

PAPER-THIN WOOD. Microwood is a product developed in Europe and recently introduced in the United States. It consists of a finely-shaven layer of wood laminated to a thin paper backing. It can be printed, painted, lacquered, varnished, waxed, punched, ground and polished. Available in 10 exotic African and European woods.

Write for 238. Use coupon page 54.

STAIR TREADS. New Fremont rubber stair treads give the appearance of continuous covering when installed. They come in widths of 18", 24", and 36", with or without riser. They feature a 10 1/4" tread, 1 3/4" nose, and 6 3/4" riser.

Write for 239. Use coupon page 54.

SCAFFOLDING. The Jagiel Kwik-skaf is a new tubular steel scaffolding system, consisting of only two

basic parts: frame and tie-bar. A slip-fit eliminates bolts, pins, or screws. One man is said to be able to erect a platform 4' high and 18' long in 98 minutes.

Write for 240. Use coupon page 54.

GLASS-WALL VENTILATORS. Weather-Bloc is a new unit the size of a structural glass block, inserted in a wall in place of a block, to give ventilation. The outside face is made of thick glass light diffusers, which deflect rain, snow, and dust. Inside is a fine mesh wire screen, and the inside face is made of two heavy glass louvers that open and close.

Write for 241. Use coupon page 54.

THRESHOLDS. The Wooster line of abrasive cast thresholds now includes special models that permit easy installation with various types of floor hinges. Aluminum oxide grits integrally cast into the surface insure longer wear. They are made of aluminum and iron, and bronze and nickel when permitted.

Write for 242. Use coupon page 54.

JALOUSIE DOOR. The Silver-Jalousie is a new all-aluminum 1"-thick jalousie door. It features concealed hinges, butt-type corners, lock and key, recessed aluminum screens that are interchangeable with storm-sash inserts, and a choice of opaque, clear, or solex glass louvers.

Write for 243. Use coupon page 54.

HOME AIR-CONDITIONER. The Westinghouse residential air-conditioning unit uses less space than most refrigerators, yet has a rate of 36,000 BTU an hour. It is used with a forced warm-air heating system or independently with its own fan and ductwork. Motor-compressor unit is refrigerant-cooled so it can be located under a stairway or in a closet.

Write for 244. Use coupon page 54.

VENTILATING FANS. New Fasco wall and ceiling ventilating fans have a removable outlet box, permitting easier wiring. The door opens only when the fan is blowing. The square design of inside grille and outside frame simplifies installation.

Write for 245. Use coupon page 54.

DUSTER-POLISHER. The Bruce Doozit floor waxer has been improved and its retail price lowered to \$2.49. It now has a removable head that can be replaced with a cotton mitt to become a dust mop. Can be

used with steel wool pads for cleaning and waxing, and with lambs wool pads for applying wax.

Write for 246. Use coupon page 54.

STEEL SINKS. Improved Rec-Room stainless steel sinks no longer have a double inside seam. All edges are locked and soldered. The sinks are used for recreation rooms, home bars, photographic dark rooms, and other installations.

Write for 247. Use coupon page 54.

SECTIONAL GARAGE DOOR. The Frantz No. 400 budget-priced sectional garage door is made in two sizes — for 8'x7', 9'x7', and 16'x7' openings. A safety catch prevents door rebound. Power springs do all lifting.

Write for 248. Use coupon page 54.

WATER SAVER. The Rekar jet tank ball plunger replaces the old tank ball in toilets to cut in half the amount of water used and eliminate irritating noise of leaks. During the flush, the weight of the water against the flange forces the assembly down automatically and the rush of water guides it into the valve seat.

Write for 249. Use coupon page 54.

IMPROVED MILK CHUTE. The Servo is said to hold eight quarts of milk, newspaper, and several packages all at one time. A tilting shelf makes room for packages over 2' long and 14" wide. Two-piece construction allows telescoping to fit any wall thickness, so that any handyman can install the Servo.

Write for 250. Use coupon page 54.

WOODWORKING KIT. The model 112 Porter-Cable kit contains a set of electric woodworking tools that are said to size and triple-hinge 12 doors in an hour. It includes a high-speed portable electric router and electric plane that use one interchangeable motor; adjustable hinge-butt templet; attachment for sharpening cutters on the job, and other attachments, all packed in a steel carrying case.

Write for 251. Use coupon page 54.

RAIN PROTECTION. The Weather-Guard is a new device that closes windows when it starts to rain, so that home-owners can go off without fear of ruined furnishings in case of a downpour. When rain strikes a small circuit grid on the window sill, a small motor is set in operation to close windows. Fits windows of various styles.

Write for 252. Use coupon page 54.



You can tell a BUILDER by his stripes, too!

WITH THE HEAT of competition bringing out the best in the best of our builders, you'll find the most successful fellows are those who pay the most attention to cost details. And those who do are most likely to be building more and more roofs of *red cedar shingles* on *spaced sheathing*.

They have discovered, by careful cost accounting and *selling experience*, that spaced sheathing means an enormous saving on each house—and that cedar shingles add a luxury appearance that pays off in faster sales. They've figured their roofing costs in two ways: first, with ordinary roofing material which requires a solid roof deck of lumber plus the labor cost of constructing a deck of solid sheathing. Then they have figured their costs the economical way—using about half as much spaced sheathing and far less labor and nail cost applying it for use with cedar shingles.

And they have found that CERTIGRADE red cedar shingles, because they permit such savings on sheathing cost, and because they help to sell houses faster, are today's smartest roofing choice.

Yes, you can tell a smart builder by the stripes of spaced sheathing you'll see on the roofs of his homes under construction. You'll know he has figured it out for himself and knows that the *spaced sheathing idea*, with CERTIGRADES, makes good sense.

Would you like to have a free cost estimating form that takes all the work out of figuring the difference between spaced sheathing and solid sheathing? We will be glad to send one to you. It will permit you to use your own labor and materials costs to get the accurate answer for *your own area*.

Once you have found how cedar shingles can save sheathing costs, we believe you'll be convinced, *as so many successful builders are*, that cedar shingles belong on the homes *you* build too. Write or send a post card to: RED CEDAR SHINGLE BUREAU, 5510 White Building, Seattle 1, Washington or 425 Howe Street, Vancouver 1, B. C.



DEALERS *in the* NEWS

TENNESSEE

DONELSON: Two quail in the Donelson Lumber Co. window recently caused much comment by passersby. A newspaper article satisfied their curiosity by explaining that they are part of the Donelson grammar school 4-H project in wildlife restoration.

MURFREESBORO: The Young Lumber Co., which has been operated here for over 40 years by two generations of the Young family, recently remodeled its building inside and out. It is owned now by Carl and Andrew Young, sons of R. T. Young, who joined Sam Cox and N. C. Maney in forming a partnership.

WEST VIRGINIA

WHEELING: The Scott Lumber Co. has appointed Guenther, Brown and Berne, Inc., of Cincinnati, to handle its advertising and sales promotion, according to Arthur M. Scott.

board chairman. The advertising agency will promote Scott's "one stop" building service at 10 retail stores and Scott precision-cut homes. The 85-year-old lumber firm recently optioned the remaining 21 lots of the Ohio Valley Homes Corp. and plans to erect homes to sell for \$12,500 to \$20,000.

CHARLOTTE: The Johnson-McMillan Concrete Co., Inc., started new operations at a plant on 26th street last month. L. Eugene Johnson Jr., of the Johnson-McMillan Lumber Co., said the plant operates six Transit-Mix concrete trucks.

ARKANSAS

DERMOTT: The Parker Lumber Co. recently introduced a new display room, with an "open house." Will Parker is owner, and Duke Alvis is manager.

OKLAHOMA

SALINA: Raymond Huffman is new mayor of Salina, chosen by the City Council. He is manager of the Antrim Lumber Co.

PRYOR: Lowell Powell recently sold the Independent Lumber Co. to W. C. Putman and associates of Carthage, Mo. John Lewis is new

Some of the uses for **NOYO** **CONSTRUCTION HEART REDWOOD**

All Heart wood insures maximum durability—minimum shrinkage, warping or checking. Some of the many valuable uses for which it can serve your trade are:

**POSTS AND FENCE BOARDS • EXTERIOR BOARD & BATTEN
FACIA AND CEILING • EXPOSED BEAMS
LOG CABIN SIDING • RUSTIC AND DROPSIDING
MUDSILLS • BULKHEADS • CURBING • CULVERTS • ARBORS
GARDEN BENCHES AND STEPS • SEPTIC TANKS • KNOTTY PANELING**

Construction Heart items may be included in mixed cars with Noyo Sidings, Finish, Mouldings, Shop and all other Noyo products.



MEMBER: CALIFORNIA REDWOOD ASSOCIATION

DEPENDABLE QUALITY • FRIENDLY SERVICE • UNIFORM GRADES

UNION LUMBER COMPANY

Manufacturers

620 Market Street, San Francisco

NEW YORK
2735 Grand Cent. Term.

CHICAGO
228 N. LaSalle St.

Mills at Fort Bragg, California

manager, but other personnel remain the same. He has had 20 years' experience in the lumber business.

CORDELL: The Davidson and Case Lumber Yard here is being remodeled. New fixtures have been installed in the showroom and much of the building repainted.

DUNCAN: Ladd Walker has purchased the Don Scott Lumber Co. here and has moved here to manage it. Previously he was with the Gordon White Lumber Co. in Shawnee.

CHEROKEE: The Alfalfa County Lumber Co. has been remodeled. A completely new store was built within the old building.

GEORGIA

ATLANTA: Henry V. (Henie) Bush recently joined the sales force of the Patterson Lumber Co. He has been associated with the building supply and construction industry here for 12 years.

SPRINGFIELD: The Springfield Lumber Co., formerly owned by W. E. Allmon, has been sold to George A. Allen, Albert H. Allen, and Fran Arnsdorff. The Allen brothers have been sawmilling for eight years.

CARNESVILLE: The Carnesville Lumber and Supply Co. recently opened here in a former warehouse building. Harold Williams formerly with the Harbin Lumber Co. in Lavonia, is manager.

CONLEY: C. L. Crumbley is new sales manager for the appliance department of the Conley Lumber and Supply Co.

SAVANNAH: Oertell Collins, proprietor of the Forest City Lumber Co., was surprised May 18 by the sudden appearance of about a dozen of his competitors—all members of the Retail Lumber Dealers Assn. of Savannah. They announced his re-election for the fourth time as their president and handed to him handsome leather suitcases for both Mr. and Mrs. (Fiji) Collins!

MISSISSIPPI

JACKSON: Garnett Thompson has opened a building specialties firm here bearing his name. It specializes in metal awnings, aluminum window screens, window guards, venetian blinds, louver windows, and other specialties.

JACKSON: The Terry Road Lumber Yard was host to 18 mill operators, lumbermen, and sales executives of the Georgia-Pacific Plywood Co. The group discussed new ideas

Unsurpassed



FOR DEALER PROFIT FEATURES

Quick turn-over through popular demand by architects, builders and consumers. Low inventory with just three sizes serving 75% of all requirements. Prompt delivery from a complete line of stock sizes and styles to fit every need. Low cost handling because each window is factory assembled for easy storage and one-delivery to the job.

Gate City Perma-Treated
WOOD AWNING WINDOWS
Pioneered by GATE CITY SASH & DOOR CO.
"Wood Window Craftsmen Since 1910"

Send Coupon For Dealer Information

Please send Gate
City Dealer litera-
ture and infor-
mation on sample
display units.

GATE CITY SASH & DOOR CO.
P. O. Box 901, Fort Lauderdale, Florida

SBS- 6

Gentlemen: Please send complete information regarding
dealership in Gate City Wood Awning Windows.

Name _____

Address _____

City _____ State _____

on retail paint and hardware merchandising.

BILOXI: G. Harden Jr. has been appointed manager of the Hogue Lumber and Building Supplies, Inc. Until recently, he was sales manager for a building supply firm in Hattiesburg. He has had 15 years' experience in the business.

FLORIDA

BOYNTON BEACH: The Gulfstream Lumber Co. scheduled a June 1 opening for its showroom and warehouse here. It is a part of the Brown-Graves Co. operations, with headquarters in Akron, Ohio. Keith Kane is manager and his assistant is L. C. (Pete) Smith.

JACKSONVILLE: A partner in the Lanahan Lumber Co. here, John F. McLanahan was chosen as the "Outstanding Young Man of 1952 for Florida" at the recent convention of the Florida State Junior Chamber of Commerce. A past-president of the Jacksonville Jaycees, Lanahan, 31, was acclaimed for instituting the Mutt Derby, which raises funds for orphaned children. He coaches a high-school team, helped raise funds for the YMCA, a hospital, and other projects.

TEXAS

DE LEON: The Foust Lumber Co. recently completed a remodeling program. Storage space was increased one-fourth.

HOUSTON: John Gerber, John Patrick Carver, and Richard Cooke have opened a new lumber firm here, the Liberty Road Lumber Co. . . . The North Side Ready-Mix Concrete Co. has been incorporated by Clarence Watkins, Bryce Pomilla, and James B. Baumgardner.

COLUMBUS: The Drymalla Lumber and Construction Co. is a new company here. J. L. Drymalla is owner.

MERIDIAN: O. D. Dutton, of the Meridian Lumber Co., recently was elected mayor of the city. He recently completed a successful year as president of the Chamber of Commerce.

MARSHALL: The Phillips Lumber Co. opened here April 1. It is situated at 205 Pinecrest Drive, West.

TYLER: Jack Terrell and Bob Steel have bought the Thompson Lumber Co. from W. C. Thompson, who started the business in 1948. He devotes his time now to managing the Thompson furniture store.

BROWNFIELD: The Robert E. Thompson Lumber Co. moved into its new building on Lubbock Road recently. The office has 1,600 square feet and the warehouse 3,520 square feet. D. C. Murphy is yard manager.

SAN SABA: The Sullivan Lumber Co. recently completed a new office building and storage bins.

ANDREWS: Charles W. Roberts Jr., J. A. Ulmer, and J. R. Bills Jr. have bought the Western Lumber and Supply Co. The new name is Shafter Lumber and Supply. Bills acts as manager.

KERMIT: J. A. Crossno has bought the Hixson Builders Supply from E. E. Hixson. He changed the name to Crossno Builders Supply.

PORT LAVACA: The Temple Lumber Co. recently purchased the Mirando Lumber and Supply Co. here. Don McMahan continues as manager. This yard is the 33rd in the Temple chain, which extends from the Red river to the Rio Grande.

BEEVILLE: The Mathis Lumber Co. has been opened here by B. E. Caffall and D. C. Brown Jr., owners. Caffall moved here from Mathis, where he was mayor, to manage the

more profit . . . less inventory with HAWKINS metal HIDE-A-STAIRS (for attic)

OTHER HAWKINS "MONEY MAKERS"

ADJUSTABLE WINDOW GUARDS

Wrought steel, adjusts to fit any window—attractive, yet simply designed. Installed or removed quickly with special key. No need for large stock with the HAWKINS guard. Write for folder.

HAWKINS ADJUSTABLE RAILINGS

SAVE CUSTOMERS UP TO 200%

These low-cost, quick service, prefabricated railings are guaranteed to fit any normal porch or step arrangement. You can fill orders from customer's rough sketches. Eliminates expensive drawings and saves time and money. Use inside for stairs, outside for porch or terrace.

MAIL BOX STAND

5 Ft. Stand of strong steel tubing with scroll of French Quarter design is finished in black weather-proofed enamel. Packed Complete with bolts, and straps for easy assembly. Fits standard mail box.

- ★ NEW! LIGHTWEIGHT
- ★ PACKED FOR EASY HANDLING & INSTALLATION
- ★ MEETS ALL F.H.A. REQUIREMENTS
- ★ COMES COMPLETELY ASSEMBLED

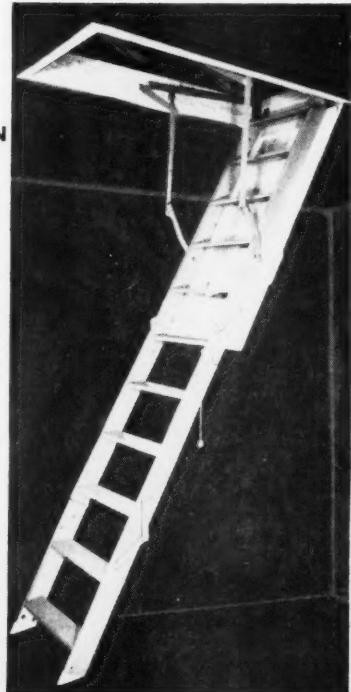
Precision built for safety and durability, this HAWKINS All-Steel HIDE-A-STAIR is simple and fast to operate. Adds to the sales value of any home and with a little push can be a real profit maker for you. Prompt shipment from factory eliminates large inventory, takes up little room to store. Can double for use as attic fan opening. Has adjustable spring tension and has been pre-tested for poundage pull.

Write Dept. SBS-6
For Details

HAWKINS IRON COMPANY, INC.

315 NORTH FOURTH STREET

BIRMINGHAM 4, ALABAMA



business. Brown remains in Mathis to manage the Mathis Lumber Co.

HILLSBORO: The Lyon-Gray Lumber yard here has been sold to the Tucker Lumber Co. Dick Tucker, part owner of the firm, will manage the yard.

DENISON: James D. Corcoran is now manager of the Lingo-Leeper Lumber Co. yard here. He succeeded Mike Spillman, who now manages the Dallas County Lumber Co. at Irving.

KENTUCKY

LEXINGTON: The Ben P. Eubank Lumber Co. has razed its old building and is building a new sales room and office building. The warehouse is being remodeled due to a street-widening project.

SOUTH CAROLINA

LANCASTER: Several thousand friends attended the "grand opening" held by the Builders Supply Co. recently in a modern new building.

MISSOURI

NEW HAMPTON: Richard (Dick) Douthat, manager of the Bethany (Mo.) Lumber Co. for five years, has bought the New Hampton Lumber Co. from Laurence M. Crossan. He has moved here to manage his new business.

BETHANY: Olin Davis has been made manager of the Bethany Lumber Co. He succeeds Dick Douthat, who recently bought the New Hampton Lumber Co. Davis, who had been assistant manager of the Bethany firm before resigning to be manager of a lumber firm at Osawatomie, Kan., expressed his pleasure at returning to Bethany.

PORTAGEVILLE: The Portageville Lumber Co. recently enlarged and remodeled its office, both inside and out. . . . The Woods Lumber Co. also has enlarged its office, adding 448 square feet to the display room. The entire inside was modernized.

SAVANNAH: Dwight Hall has bought a site here to open a retail lumber yard. He sold his lumber yard in Skidmore last month to the T. E. Snowden Lumber Co. and has been manager of both Snowden yards at Skidmore and Maitland.

KANSAS CITY: A shed containing \$250,000 worth of walnut and oak lumber, as well as other parts of the Penrod, Jurden and Clark plant, were destroyed completely in a recent fire. It apparently started from a grass fire on an adjoining railroad right of way. Fire Chief Harvey L.

Baldwin lost his life fighting the fire, suffering a heart attack while directing other firemen.

KANSAS

FREDONIA: J. M. (Dick) Gilstrap has been elected mayor of Fredonia. Owner of the Gilstrap Lumber Co., he won the admiration of fellow businessmen of Fredonia recently when he rebuilt his yard in record speed after it was burned.

ELLSWORTH: The foundation has been laid for a new lumber warehouse at the Lake Superior Lumber

Co. A new office building is planned for later construction.

HIGHLAND: Thomas Lawhon has returned to his position as manager of the Highland Lumber Co. after an illness of several months.

EUREKA: Over 2,500 persons attended the recent opening of the new building of the A. C. Houston Lumber Co. Prizes included a complete exterior paint job, five spools of barbed wire, ceiling tile for one room, electric mixer, wallpaper for one room, and a house door.

JUNCTION CITY: The entire stock of the Moses Lumber Co. has

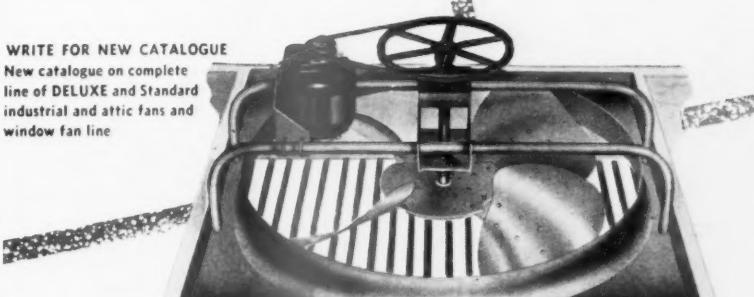
Guarantee to . . .

DISTRIBUTORS

**it's impossible
to lose money
on a murray franchise**

You can't lose. Simply report
unsold fan inventory to murray after season
—for FULL CASH CREDIT. No inventory carry-
over, no tie-up of capital. Report inventory and get
your check by return mail.

WRITE FOR NEW CATALOGUE
New catalogue on complete
line of DELUXE and Standard
industrial and attic fans and
window fan line



Murray
COMPANY OF TEXAS, INC.
ATLANTA, GA.

ventilating & window fans

H. C. BIGLIN COMPANY, INC. • 177 HARRIS ST., N.W. • ATLANTA, GA.

This
ADAMS-RITE
EDGE PULL
 for sliding doors
is different!

Here is an Edge-Pull—made of extruded brass—that incorporates all three features that give you the best for convenience and lasting service.



ADAMS-RITE®
 MANUFACTURING COMPANY
 540 W. Chevy Chase Dr., Glendale 4, Calif.
 SPECIALIZED LOCKS AND BUILDERS' HARDWARE

been sold to the Leidigh Lumber Co., of Kansas City. The merchandise was moved to the yard of the Home Lumber Co., formerly called the Geary County Lumber Co., recently leased by Leidigh.

PAOLA: Jack Sholwater is new manager of the Paola Lumber and Coal Co. He has had several years experience in the lumber industry, having recently served as manager of the Smith Lumber Co. in Chanute and Marshall, Mo.

LeROY: The Finley Lumber Co. recently sold its yard, business, and good-will to the Whalen Lumber Co. of Topeka. The yard was opened in 1898 when A. D. Finley came here to manage the Harris-Anderson Lumber Co. When J. C. Anderson died, Finley bought his interests.

BURLINGTON: Frank Marshall, manager of the Long-Bell Lumber Co. here, recently was honored with a service pin in recognition of the 40 years he has worked for the company.

LOUISIANA

RAYNE: The Privat Brothers lumber firm here ran a clever ad in the local newspaper shortly before Mothers Day. Aiming at some of the Mothers Day trade, not usually carried on in a lumber yard, the ad showed a photograph of an attractive mother and the copy, "What has Mother been doing in the lumber yard?" It listed items that she would like, plus suggestions for remodeling.

BATON ROUGE: The Louisiana Lumber Supply Co. has been remodeled and enlarged. It now occupies over three-fourths of a city block.

VIRGINIA

MARTINSVILLE: The Lester Lumber Co. recently was granted a permit to erect a \$22,000 addition for warehousing purposes.

RICHMOND: Alvin W. Dyer Jr. was moved up from vice-president to president of the W. H. Stovall and Co. recently. He succeeded W. Harold Stovall, who took up Dyer's former duties in order to have more time to devote to developing various lines.

ANNANDALE: W. V. Fogale has bought the interest of his former partner, Victor Rinaldi, in the Annandale Lumber Co. and changed the firm name to Annandale Millwork Corp. C. S. Long is manager, with J. R. Moody as outside salesman. . . . The Star Supply Co. here has just finished a new addition to increase storage and display of building materials. J. L. Deaver and J. E. Boland are the owners.

OBITUARIES

MARK S. WILSON, 76, died April 27 in Marlinton, W. Va. He had operated the Marlin Lumber Co. and had lumber interests in Kentucky and Virginia. Dr. Wilson served as mayor for 15 years and was a graduate of the University of Maryland school of medicine. He leaves a wife, daughter, and two sons.

J. CLYDE RICE, 52, co-owner of the Gateway Lumber Co. in Fort Worth, Tex., and of the United Export and Import Co. in El Paso, died recently. He leaves a wife and two sons.

WILLIAM L. PRUNTY, 75, owner of the Prunty Lumber Co., Wamego, Kan., died in April of a cerebral hemorrhage. He had been in the lumber business for over 55 years. Surviving are his wife and daughter.

FRANK C. ALEXANDER, 66, South-eastern district manager of Keasbey and Mattison Co., asbestos materials manufacturers, died May 6 at his home in Atlanta, Ga. He had been with K&M since 1925. His wife and a daughter survive him.

LEONARD F. GREGORY, 43, a department manager for the Pinellas Lumber Co. in St. Petersburg, Fla., died May 8. He leaves a wife and two daughters.

VINCE O. WILLIAMS, 64, Alexandria, La., recently died in a local hospital. He had operated the Williams Lumber Supply Co. for four years. Surviving are his wife, two daughters, and three sons.

WALTER MILLER, 67, president of Miller Brothers Lumber Co. in Johnson City, Tenn., died April 18. He was chairman of the board of directors of the Hamilton National Bank. He leaves two sons, W. W. Miller Jr., who is associated with the lumber firm, and Richard C. Miller.

BEN E. GREEN, 76, of Leaf, Miss., a pioneer lumberman, died May 1. In recent years he managed as much as 18,000 acres of land and was active until a few months ago.

O. R. BULLOCK, 47, president of the Builders Lumber and Supply, Inc., of Coffeyville, Kan., died recently.

LOUIS CARR, 94, pioneer lumberman of Brevard, N. C., died at his home April 21. He was president of the Carr Lumber Co., which he organized in 1912. He leaves a wife, six daughters, and four sons.

JAMES K. LOPER, 42, Tuscaloosa, Ala., lumberman, died late in April. A leader in the Alabama-Mississippi lumber industry for many years, he was associated with the Ray E. Loper Lumber Co. and Brown Lumber Co.

STOP ASKING WASHINGTON

(From page 31)

your Federal government. You may get a free education, a pension, a homestead in Alaska. You can get your old firearms identified, a Japanese sword classified, or a 30-day weather forecast. You can ask for the dredging or damming of a stream, or government help to plan a small business or lay out a retail newspaper advertising campaign. You can get advice on fertilizers or plant pests, testing of your soil, or preparation of application for a government loan to build a barn.

For small sums you can buy art prints, "proof" coins, maps, two daily government newspapers, and any of 70,000 other publications on a variety of subjects. You can even buy rugs, a lighthouse, or an island through the government, but the sums involved are not nominal. The government will help you christen a mountain. It will even help you plan a community or find a missing person.

There are a great many other services your Federal government renders. It helps support the needy blind and dependent; it builds highways, operates a barge line and a railroad, inspects meat, sells electric power, sponsors youth clubs, insures home loans and bank deposits (and lives); it tells housewives how to sew slip covers; it subsidizes ships and airlines; it buys millions of pounds of eggs and butter.

It runs **employment offices** and settles strikes, lends cattle to the Indians, runs a film exchange, issues patents, supports farm prices and sells synthetic rubber, besides buying some of nearly everything produced in the country. It provides low-cost housing, protective tariffs, free navigation aids to shippers, medical care to veterans, and statistics to bankers.

Yet, with all that, we are not yet past the point of no return from the welfare state; we have plenty of room to maneuver within the framework of constitutional democracy.

Fortune Magazine editors say that with all of our services, "what has emerged is no 'welfare state' by British standards and certainly no police state by any standards. It is, however, a government engaged in a fabulous number of services to the citizens and restraints upon the citizen."

This system of services sounds alluring to many of our citizens but we must not forget we give up something in return when we ask Washington for it.

It was because the creeping **BIGNESS** of government is to be feared that I, as virtually the sole member of the Senate to do so openly, opposed the creation of the new Department of Health, Education and Welfare. If we are not yet to the Welfare State point, I do not think we have sufficient expanse left to continue taking such broad steps in that direction.

Nineteen centuries ago, Plutarch wrote that:

"The first destroyer of the liberties of a people is he who first gave them bounties and largesse."

That wise man whose counsels have lived through the centuries was talking of the destruction of the

NEW
DESIGN

LOWER
PRICES

Hunter Package Attic Fans



EASY TO SELL . . .

Building material dealers are making extra profits by selling Hunter's new Package Attic Fans. Every home builder, every home owner is a prospect. One installation sells many more. These modern fans give efficient home cooling at low cost, and are being used in homes in all price ranges. Quiet, powerful, dependable.

EASY TO INSTALL . . .

A big reason for the popularity of Hunter Package Fans is their inexpensive installation. You simply place the compact fan unit on the attic floor over ceiling opening. No suction box or other extras to build. Automatic ceiling shutter can be installed in 10 minutes. Six models, from 5000 to 15500 CFM, to fit any home and any climate. Air deliveries certified.

Write for catalog
HUNTER FAN AND VENTILATING CO.
394 S. Front St., Memphis 2, Tenn.

HUNTER



Package Attic Fans

TENSION-tite*

is the SOUTH'S most popular window screen

(Production doubled again at our Georgia plant)



Southern Builders and Homeowners say:

- "I like the low cost and ease of installation. No painting or fitting necessary."
- "TENSION-tite aluminum screens last for years even in the salt air along the coast."
- "It costs less to install TENSION-tite screens . . . yet they look better, admit more light, and there's no maintenance."

EXCLUSIVE GUIDE BAR SPEEDS INSTALLATION

This bar . . . detached temporarily from the screen . . . accurately locates the position for the five screws. Produces a perfect fit in less than five minutes per window.



RUDIGER-LANG CO.

Plants in Toccoa, Georgia and Berkeley, Calif.

Sales Office: International Trade Mart

New Orleans 12, Louisiana

*Trademark of Rudiger-Lang Co.

Greek civilization by its conversion to a welfare state, and of the end of the Roman state, which did not learn the lesson from the Greeks and Egyptians.

The same truths which filled Greece and Rome will destroy us. Why should we be exempt? If we are to look to Washington to fill every need, as the Greeks looked to Athens, and as the citizens of the Empire looked to Rome, what are we losing? Is our individual freedom less important than comfort? Our forefathers came to this country seeking not comforts and "security" but a freedom that knows no bounds, and they achieved their goal literally through blood, sweat, and tears; and with all the hardships, suffering and sacrifice, the fruits of their victories were sweet and few turned back.

Without this God-given liberty which always must be wrested from the world, we can still have security. The totalitarian state offers "security"; we must want more.

The great liberal minister of Washington, Dr. Powell Davies, tells us that "Democracy as contrasted with Marxism is founded upon the significance of the individual." He says:

"It is this significance that is fundamental and not the collective significance of the society . . . What it does mean is that the society shall liberate the individual and not dominate him; that it shall enhance his significance and not belittle him; that it shall invite his free participation and not enslave him; that it shall respect him and not demean him.

"The government is his servant and not his master; his leaders are his agents, not his rulers; his fellow men are individuals like himself, his neighbors and his fellow citizens, not fellow subjects. For democracy is founded upon the significance of the individual."

And of the "State versus the Individual," Louis Bromfield, the farmer and author, writes that a struggle is going on to make man subject to "a vague but tyrannical impersonal machine known as the state." And he adds:

"**This system of using bribes**, subsidies, promises, and so forth as a pain-killer confused many — indeed most people — for a considerable time, and only since we have begun to see the results in operation has it become apparent, even to the simplest fellow, that when the pain-killer wears off, the pain, in terms of insecurity, and material cost, is much worse than ever. We, as a nation, have been very fortunate in having placed before us a laboratory example of how the 'womb to tomb' pattern works out. With us, the menace of this false and unworkable political philosophy has crept up slowly and gradually."

On the same subject, David Lawrence, a great editor and columnist in Washington through many administrations, said recently:

"Capitalism is a desirable system primarily because it alone recognizes the dignity of the individual. Its moral stature is derived from the great Judeo-Christian tradition which for centuries has embodied the ideal men strive for . . . But let us not fail to perceive that the power of self regulation, based on moral and spiritual values, is, after all, the greatest single virtue

that nourishes a healthy capitalism. Let us demonstrate to skeptics far and wide that a healthy capitalism means a healthy individualism and that this is the true prescription for communal well-being."

These basic American concepts of freedom as we know them in this nation from the days of Thomas Jefferson to the present are unchanged. One of the developers of atomic power, Dr. Vannevar Bush, warns us that "a people bent on soft security, surrendering their birthright of individual self reliance for favors . . . will not measure up to competition with a tough dictatorship . . . The Russian threat can not be met if we turn this country into a wishy-washy imitation of totalitarianism, where every man's hand is out for pabulum and virile creativeness has given place to the patronizing favor of swollen bureaucracy."

I recently read the story of Glenville, West Virginia. For 50 years the people had complained of floods from the Little Kanawha river which two or three times each year overflowed its banks and flowed down Main Street. The day finally came when something had to be done. When that day arrived, everybody pitched in and helped. The people raised several thousand dollars among themselves to finance a small-scale flood control project.

Local industries donated bulldozers and other heavy equipment needed to clean up the river bed and clear the banks of underbrush. Women helped, too. They cooked enough food to feed the 500 men who worked with shovels and pickaxes to clear the banks. Property owners along the river also did their share. Nowadays the folks in Glenville can breathe easier. There hasn't been a single flood since the project was finished. And not a penny of Federal money was received or asked for the work.

How far can the rest of our nation go along the path indicated by little Glenville, West Virginia?

To a large extent, Stalin is responsible for much of the Bigness in which we are involved today, and the threat which Stalin in death bequeathed to us does not give us too much hope for assurance of peace in the immediate future.

But what about the way our citizens are thinking about the question of big government? What will be their response when, after being told during a campaign they can look for less government and less bureaucracy, their new administration gives them more Super-Bureaucracy?

Aside from the Stalin-inspired bigness, all other government expansion is done in the name of that elastic phrase, "the general welfare." We have no cause for optimism if we are forced to agree with the skeptics who say the "ordinary" citizen sees no difference between "the general welfare" and his own individual welfare.

Let's draw a line where we will stop asking Washington for it! Remember that even as late as 1942, the Supreme Court held that "it is hardly lack of due process for the government to regulate that which it subsidizes."

The Bible puts it more simply (*Proverbs 22:7*):

"The borrower is the servant to the lender."

Windows that SELL

are equipped with



SASH BALANCES and WEATHERSTRIPS



"We are delighted with our easy-operating, weathertight windows, thanks to our builder who equipped them with Hettinger's TRIPLE SEAL. He tells us that they meet or exceed the requirements of the American Wood Window Institute. And they're featherlight, too—so velvety smooth that even a child can open them."

No Window
Insulates
as Well as
a
WOOD WINDOW



Triple Seal
Combination Sash
Balances and Metal
Weatherstripping

Weatherproof Products Corporation

Waldo Station, P. O. Box 8498, Kansas City 14, Missouri

Dept. 198

Please send me complete information about Hettinger's Triple Seal. I am a builder — dealer , interested in on-the-job installation — mill-assembled window units .

NAME _____

ADDRESS _____

CITY _____

STATE _____

COMPANY _____

BITUMEN SPECIFICATIONS. A new booklet contains complete specifications for use of Ruberoid special roofing bitumen as an alternate for coal tar pitch. The booklet is in handy reference form. Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

DECORATIVE PLYWOOD. A new booklet shows photographs of various installations of Sea Swirl "three-dimensional" plywood, in which softer wood has been removed from the surface. Brief copy explains decorative advantages. Associated Plywood Mills, Inc., P. O. Box 672, Eugene, Ore.

TILE PANELS. To help dealers sell

HELPFUL LITERATURE

Mostly free—some for a fee

more baked finish tile panels, The Wallace Manufacturing Co., North Kansas City, Mo., offers a new line of sales literature. Covering Wal-lite, Satin-lite, and Grani-lite, the promotional material includes mailing stuffers or hand-out pieces, larger hand-out pieces, and a chart showing entire range of colors.

FIBERGLAS ROOF INSULATION is the subject of a new folder that shows over 40 photographs of installations of Fiberglas. Data concerning thermal conductance and application specifications are included. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.

WOOD SCREWS. A new technical information manual on wood screws covers such standard head styles as flat, round, and oval, and such special styles as pan, binding, truss, and fillister. It gives specifications and shows actual shank sizes from No. 0 to No. 30. Southern Screw Co., P. O. Box 68, Statesville, N. C.

ALUMINUM TRIM. A new catalog pictures aluminum moldings and trim with sizes of each marked on illustrations. A price list is included. National Aluminum Co., 1133 Alum Creek Drive, Columbus 9, Ohio.

CONCRETE CONSTRUCTION. A new bulletin, No. 65, shows photographs of attractive uses of concrete masonry. It tells what type and size block was used for each effect. National Concrete Masonry Assn., 38 South Dearborn Street, Chicago 3, Ill.

VERMICULITE SPECIFICATION. The Vermiculite Institute, 208 South LaSalle St., Chicago 4, Ill., has published a new specification for vermiculite plaster aggregate and others. Identified as C35-52T, the specification details proper density, gradation, and other qualities.

"YEAR-ROUND AIR-CONDITIONING for Homes" is a new booklet with helpful ideas for builders to save money in both heating and cooling houses. National Warm Air Heating and Air Conditioning Association, 145 Public Square, Cleveland 14, Ohio.

SKATING RINKS. Because so many roller-skating rinks now are using Masonite Tempered Preswood for floor surfaces, the manufacturer offers a technical bulletin giving recommended application directions with a view toward standardization. Masonite Corp., 111 West Washington Street, Chicago 2, Ill.

BATHROOM CABINETS. The Standard Building Products Co., 621 McDonald Avenue, Brooklyn 18, N. Y., offers two folders on "Twin-Slide" bathroom cabinets, with two sliding doors, and on "Twinette," an economy model cabinet with two sliding doors. The "Twin-Slide"

PROFIT BY A VAST MARKET WITH THIS COMPLETE LINE OF SCREEN DOOR GRILLES THAT SELL THEMSELVES!

NATIONAL GUARD SCREEN DOOR GRILLES ARE *Adjustable*

Yes, they fit *all* popular size doors. (Size "S" for regular Screen Doors. Size "C" for Combination Doors.) Hand-crafted steel scroll work features two coats of white enamel! Life-like figurines are of *cast aluminum* — NOT stamped! These beautiful Grilles list from \$6.50 to \$21.50!



SEND FOR ILLUSTRATED BROCHURE
IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU WRITE US DIRECT.

NATIONAL GUARD PRODUCTS, INC., 540 JACKSON AVE., MEMPHIS, TENN.

folder shows other bathroom products such as tub enclosures, shower compartments, moldings.

BOMB-PROOF SHELTERS. Civil Defense Technical Bulletin TB-14-1 covers "Construction and Adaptation of Structures for Rescue Training." It describes structures used for three different types of training for rescue work, methods of building them, and explains ways to use existing structures. Five cents from the Superintendent of Documents, Washington 25, D. C.

PICTURE WINDOWS. A new booklet shows 62 picture windows in modern homes, in many locations. This idea book is suitable for a dealer's planning center to help customers with designs. Twenty-five cents from Fleet of America, Inc., 455 Dun Building, Buffalo 2, N. Y.

BY-PASS DOOR. A colorful new brochure describes the new VMP Nok-Down Bi-Pass door unit. It describes and illustrates step-by-step directions for installation. Virginia Metal Products Corp., Orange, Va.

DOUBLE-GLAZED WINDOWS. The Pittsburgh Plate Glass Co., Pittsburgh 22, Pa., offers a new brochure entitled "Twindow, the Window with Built-In Insulation." It gives dimensions, specifications, and installation information, plus charts on surface temperatures and relative humidity and condensation protection.

METAL MOLDINGS. Catalog No. 4 covers aluminum and stainless steel metal moldings and accessories. It tells correct way to install various Chromtrim products. R. D. Werner Co., Inc., 295 Fifth Avenue, New York 16, N. Y.

CONVEYORS. A new illustrated bulletin detailing applications and specifications of the Rapistan Floor-Veyor belt conveyor is offered by the Rapids-Standard Co., Inc., Grand Rapids 2, Mich. Sketches show recommended installation methods and point out each part of the unit.

BATHROOM CABINETS. Metal-Art medicine cabinets with one and two mirrored doors, with and without fluorescent lights, in various sizes, are described in a new catalog, No. 21. It also shows other steel accessories and conveniences, such as recessed bathroom scales and clothes hampers, clothes drying racks, and a sink. National Metal-Art Manufacturing Co., Inc., Eighth Avenue corner 19th Street, Brooklyn 15, N. Y.

STEEL BUILDINGS. Armeo Drainage and Metal Products, Inc., Middletown, Ohio, offers a new booklet on its Series P standard steel buildings, also known as Pioneer buildings. It describes initial low cost,

fire resistance, sturdy construction, freedom from obsolescence, and complete erection service.

ROLLING DOORS. Bulletin No. 75 describes Kinnear steel doors that roll up like a window shade or fold up. It shows many commercial uses, as well as such special uses as on delivery trucks and elevators. Kinnear Manufacturing Co., Columbus 16, Ohio.

DECORATING IDEAS. "A Houseful of Decorating Ideas" offers a "complete pictorial tour of Armstrong's Idea House." The full-color photographs show how Armstrong linole-

um was used in the entrance, living room, dining room, kitchen, den, bedrooms, and rumpus room of an old house to make of it a modern dwelling. Armstrong Cork Co., North School Lane, Lancaster, Pa.

MATERIALS HANDLING. The Tobey Manufacturing Corp., P. O. Box 126, El Segundo, Calif., has released a clever new catalog showing how Tobey materials handling equipment is "light like a feather—strong like an elephant." It covers baggage, flat bed, platform, ordnance handling, box, and rocket trucks, plus other units, made of aluminum and permanently lubricated.

The Sign of the Complete Line



ALL YOUR ROOFING AND SIDING FROM ONE SOURCE Old American of course!

Old American has a complete line of asphalt and asbestos-cement roofing, shingles and siding to meet every need. For greater variety . . . superior quality . . . prompt, personal service . . . order all your needs from one source—Old American, of course!

ASPHALT SHINGLES and roofing

ASBESTOS SIDING and shingles

PROTECTIVE COATINGS roof to foundation.

and . . .

Insulating siding, asbestos-cement wall-boards, built-up roof materials and allied items.

Get FREE Catalog Sheets and Sales Literature...Write TODAY to
Old American Roofing Mills

7600 TRUMAN ROAD

KANSAS CITY, MO.

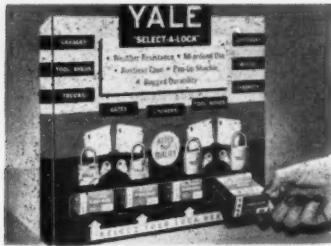
KANSAS CITY

EAST ST. LOUIS

SALT LAKE CITY

DALLAS





LOCK DISPLAYS

Yale has developed 10 new display cards to hold locks for point-of-purchase merchandising. Shown here is a "select-a-lock" display that keeps a stock of individually packaged locks under the picture of four types.

Types of locks carded on these new expendable displays are padlocks, nightlatches, and such specialty items as bicycle and telephone locks.

Contact: Yale and Towne Manufacturing Co., Chrysler Building, New York 17, N. Y.

GARAGE PLANS

To help customers who want to build their own garages, dealers can now offer "How to Build Your Own

Silent Salesmen

Garage," a new booklet realeased by makers of K-D garage doors.

The plans are for a 14' by 20' garage with 2' overhang. They include detailed drawings, instructions, and a bill of materials.

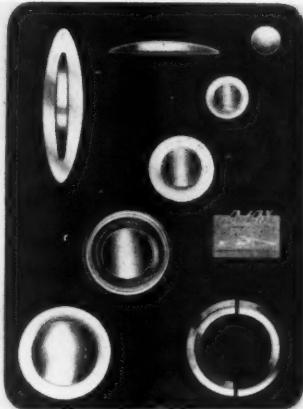
Contact: K-D Garage Door Sales, 19466 Fitzpatrick, Detroit 28, Mich.

ADVERTISING DOOR MAT

A quality rubber floor mat for use in dealers' display rooms or offices calls attention to the rental of Clarke sanding and polishing equipment.

Copy on the 20" by 36" by 3/16" mat reads: "Refinish your own floors! Rent Our Clarke Sander, Edger and Polisher. 'Do It Yourself — Save Money.'" Mats are offered to dealers for \$6.95 each.

Contact: Clarke Sanding Machine Co., Muskegon, Mich.



DRAWER KNOB DISPLAY

The complete Ajax line of drawer knobs is shown on a new display

More Sales - *NEW* Business?



With
"Premier"

**Threshold
Plates**

IN ALUMINUM AND BRASS

Write for information about the
FREE SALES MERCHANDISER

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

board. Measuring 11" by 16", the display is mounted on a hand-rubbed mahogany board with special easel stand, so it can be hung on the wall or put on a counter or display window. It is free to dealers purchasing a supply of knobs and back plates.

Contact: Ajax Hardware Manufacturing Corp., 4351 Valley Blvd., Los Angeles 32, Calif.

BOOK OF HOMES

The 1953 Celotex "Book of Homes" contains 32 pages of decorating ideas and color pictures. It gives floor plans and estimating data for 20 homes.

Suitable for a dealer's home-planning center, the booklet contains useful information about foundations, walls, dry walls, ceilings, roofs, and insulation.

Contact: The Celotex Corp., 120 South LaSalle St., Chicago 3, Ill.

PLYWOOD SALES AID

To help dealers sell more GPX plastic-faced plywood, Georgia-Pacific offers a new complete promotion kit.

The kit includes pre-tested sales letters designed to draw inquiries, stuffers, a 32-page technical manual, specification sheets for salesman's notebook, and publicity releases. Also included are product samples showing plywood (1) as it comes from the plant, (2) with one coat of paint, and (3) with two coats applied.

Contact: Georgia-Pacific Plywood Co., Southern Finance Building, Augusta, Ga.

SHINGLE DEMONSTRATOR

A handsome, colorful display stand for window or floor use shows Mule-Hide "Town and Country" shingles. It measures 5'3-3/4" high and 26 1/4" wide.

The top panel explains Town and Country features. The center panel holds three courses of the shingles. The additional colors available are featured in the bottom panel. On the lower edge of the natural wood frame is printed the Mule-Hide slogan: "Not a Kick in a Million Feet."

Contact: The Lehon Co., 4425 South Oakley Ave., Chicago 9, Ill.



PLYWOOD DISPLAY

A new display shows 12 Weldwood types of hardwood plywood. The display is 18" wide by 30" high, and is equipped with both bracket and chain so that it can be placed on a counter or hung on a wall.

Contact: United States Plywood Corp., Weldwood Building, 55 West 44th St., New York 36, N. Y.

QUALITY FLOOR SEAL

Once installed, flooring loses its identity. To give builders tangible proof to show customers that Bruce quality flooring is installed, the

manufacturer offers a gold seal for application inside a closet door or other inconspicuous place.

Contact: E. L. Bruce Co., Memphis, Tenn.

SIDING RACK

A new display rack holds samples of color-sealed Careystone siding.

This compact display is of one-piece sturdy wire construction to withstand showroom use. It describes the samples, which are mounted on panels with cut-out handles for easy removal by customers.

Contact: Philip Carey Manufacturing Co., Cincinnati 15, Ohio.

You can see through this one (Easy) National Window Units

Sure! You're *supposed* to see through it. It's a glazed window with sash and weatherstripping and sash balances all in place. It's a National Window Unit, just the way it arrives on the job, ready to be slipped into the rough opening in the building wall. Only takes semi-skilled labor to do a handsome, finished job of window-fitting—and do it fast. It's one complete package for one single delivery. See the savings in building time—in labor costs?

**Dealers: Order from your
nearest distributor, or
write us for his address.**

**Dealers have Seen More Profits
through National Window Units**

NATIONAL



Builders are saving time, trouble and money with National Window Units, so of course demand is high. That means sales for dealers. Are you getting your share?

NATIONAL WOODWORKS
Box 5416 Birmingham 7, Ala.

Southern Pine Producer Defines All Jobs

To more clearly define opportunities for advancements of its employees, the Southern Pine Lumber Co., Diboll, Tex., has started a job evaluation program.

Dick Downward, job study specialist and member of the extension service of Texas A and M College, will make the survey before initiating the program. Ultimately each job will be defined and requirements for filling the position listed as to skill, responsibility, education, and physical stamina.

HARDBOARD SIDING

(From page 33)

In your sales talk and advertisements, stress these other advantages of tempered hardboard:

1. There is no grain to rise or check and mar the surface or applied finish.
2. Equal strength in all surface directions.
3. Will not split, splinter, or crack.
4. Does not attract termites.

5. Long, uniform lengths, for minimum waste.

6. Hardboard burns less readily than wood because oils have been removed.

7. Easily worked with ordinary woodworking tools, although denser even than Northern hard maple.

8. Permanent moisture resistance.

9. Will take nearly every applied finish.

10. Simple bends and curves are easily formed.

11. Application requires less time and labor.

To help prove the sturdiness and weatherproof quality of this material, keep a sample in water to show that it won't "come apart" if not repainted often. In fact, the grainless, hard surface holds paint better than lumber, according to manufacturers.

Some dealers keep small samples of tempered hardboard to give to interested prospects with the invitation to "take it home, leave it in water as long as you like, leave it in the hot sun or snow, to see if you notice any deterioration." One manufacturer of these panels has had samples submerged in water for 15 years with no noticeable change.

Take the fullest advantage of samples and literature offered by manufacturers to inform local architects and builders of tempered hardboard's uses and advantages. A personal chat with such builders often will get them to try the material for some purpose new to them.

If possible, use it as a part of your building exterior to show your own faith in its wearability. Even a company sign of hardboard will help demonstrate its sturdiness.

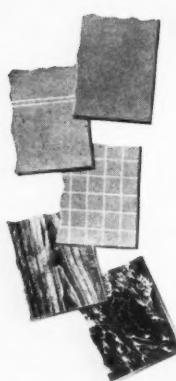
Also keep panels handy—even if small ones—to demonstrate the various finishes that hardboard takes so readily—bituminous paint, oil-base paint, lacquer, water emulsion paint, varnish, shellac, penetrating sealers, stains, synthetics, textured paints, water emulsion paints, and wax.

For room additions or enlargements, and for garages, tempered hardboard siding is applied in various designs. The most popular probably is the usual lapboard style. The planks are available in various widths for standard and wider courses. For the increasingly-popular deeper shadow line, a thin rabbeted strip is made to be nailed under the overlapping

When your customers
get the urge to
"do-it-themselves" ...



Sell them Marlite Wallpanels!



Here's just what your handyman customers are looking for when they get in the mood to remodel kitchens, bathrooms, utility and recreation rooms.

Sell them Marlite—the world's leading prefinished wallpanel. Its durable baked finish never needs painting; cleans with a damp cloth. And you can show this versatile remodeling material in a wide range of colors and patterns.

Easy to install, stays clean and bright for years—Marlite means more profitable sales, more satisfied customers.

MARSH WALL PRODUCTS, INC., Dept. 697, Dover, Ohio
SUBSIDIARY OF MASONITE CORPORATION

Marlite®
PREFINISHED
WALL and CEILING PANELS



for creating
beautiful
interiors



course at the edge. This forces the edge of the hardboard to protrude slightly farther. Metal corners are manufactured to fit various plank widths.

Applied vertically, these hardboard planks are used with battens to produce a board-and-batten effect.

When hardboard is applied over old wood siding, window and door trim is removed and replaced over $\frac{1}{4}$ -inch strips to build it up to proper position.

Panels have been used extensively as siding for garages, workshops, and other residential structures.

Tempered hardboard is a money-saver for porch ceilings and floors, car ports, shutters, awnings, soffits, gable ends, flower boxes, and many other applications where wood usually serves.

In farming areas, promote tempered hardboard for silos, grain bins, barns, milk houses, and brooders of all types. Manufacturers offer plans for a great variety of farm structures, which dealers should publicize as a free help toward obtaining a more modern farm. Literature especially designed for the farm market should be sent to every farm owner.

Tempered hardboard is especially adaptable to farm structures because, with proper dampening, it can be curved to construct low buildings with greater storage capacity. It is not necessary to paint such buildings for preservation, but some sort of finish naturally improves the appearance. If no paint or other coating is used, be sure that the panels are applied with rust-proof nails.

To comply with the Food and Drug Administration's strict enforcement against weevil-infested grain, many farmers are now lining bins with tempered hardboard. They find that this seals the bins against moisture and rodents.

Since this is another material that appeals to the "do-it-yourself" market, make sure that each buyer who intends to apply his own fully understands "conditioning." Because hardboard is a wood product, it will tend to change slightly in dimension, although it changes less than lumber and does so evenly since it has no grain.

If humidity is close to normal, panels should be placed on edge separately at least 24 hours before application. If conditions are dry, panels should be conditioned by application of water to the screen

side of each board. Then panels are stacked, screen side to screen side, and covered with a tarpaulin to prevent evaporation.

Kiplinger Tells "What's Ahead for Shoppers"

"The stores are changing their ways of doing business," reports the April issue of *Changing Times*, the Kiplinger magazine. "Lots of new ways of serving customers are being

tried out, watched, and copied. The purpose: to please you, the shopper. Here's what you can expect:

"More serve-yourself stores.

"Night openings, morning closings.

"Super-duper shopping centers.

"Junior department stores.

"Vending-machine retailing.

"Better design, quality and packaging.

"Trained clerks. Too many clerks have never had the proper training, and the results are bungled sales, bad service, unhappy customers . . . The outlook is that there will be fewer, more efficient salespeople."



Dickey Clay pits are carefully located where ideal clays are found for high strength and durability.

Clay is mighty durable... and so is Dickey Clay Pipe

Clay is mighty lasting material. You can grind it, wash it, burn it, soak it in caustic alkali, boil it in acids. But when you finish . . . you still have clay. It isn't any accident that mankind's oldest relics are made of clay. Now to this basic ingredient, add Dickey's modern technological skill, and you get a brand of clay sewer pipe that outlasts the house it serves. Stress these facts to your customers. Sell it by name: Dickey Clay Pipe.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND

**W. S. DICKEY
CLAY MFG. CO.**

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex.,
Texarkana, Tex.-Ark.

Long-Bell Retires V-P's, Announces Promotions

Three vice-presidents retired April 15 from active service with the Long-Bell chain of yards, which has operated throughout the Southwest for 78 years. The retiring officers included:

R. P. Combs, Kansas City, who headed the company's finance committee. Elected treasurer in 1923 and vice-president in 1944, he remains a director.

J. H. Kenesson, general manager of the Longview Division and the

subsidiary Gardiner Lumber Co. He started as a water boy and served Long-Bell 55 years.

R. F. Morse, in charge of timber and logging for the Long-Bell and Gardiner companies. He joined Long-Bell in 1906. After a trip to Europe in 1911, he organized the company's export department.

Promotions announced with these retirements elevated Theo A. Deal to general manager of the Longview Division; A. J. Myers, to Deal's assistant; Ali J. Sandoz, to Morse's duties of acquiring timber and timber lands, and Vern C. Hanson, to chief log buyer, Longview Division.

JALOUSIE CENTER!

(From page 35)

Tropical Awning Shutter and Jalousie Company in Miami, recalls that he made a shutter in 1929 for a friend in Valdosta, Ga., so the louvers could be opened or closed by pulling a chain from inside the house. He used this principle to design a door for a customer.

Like Huff, he employed wood louvers in brass hardware which, when partly opened, gave privacy with light and ventilation. Soon Sirman found the demand for these doors and enclosures for porches so great that his jalousie business exceeded production of awnings.

Pro-Tect-U, Tropical, and Clearview were three pre-war manufacturers which cashed in on this business. Miami then was growing by leaps and bounds. Homes had to be built in a hurry for a population bursting at the seams. Jalousies were specified in much of this construction, and porches for older dwellings were converted into extra rooms.

After the war. Miami's residential expansion soared. By 1951 one-third of all houses in the area had been constructed since 1945! Of 115 hotels of 100 or more rooms constructed since 1946 throughout the world, the *Saturday Evening Post* reported, 61 are in the Miami metropolitan area!

It also was after World War II that aluminum was produced in quantity and prices tumbled. New people came into the building trades unhindered by traditions. They were ready to seize upon new products and methods. Aluminum for windows was a natural for them, and they jumped in on the ground floor. They jumped so hard and fast, they found themselves national leaders in a new industry!

Miami Window, for example, has dealers in every section of the nation and has branches or affiliates in Meridian, Miss; Los Angeles, Calif.; Panama, Canal Zone, and Caracas, Venezuela. This firm signs contracts for a million dollars worth of windows at a crack.

Even though costs are higher since aluminum must be shipped to Miami for fabrication and then the windows often flown to waiting construction jobs, architects are happy to use products in which engineering bugs have been eliminated through experience.

Aluminum frames made use of

That modern touch

RESOLITE



Shade from the sun, but with bright daylight inside — that's why Resolite translucent structural panels are bringing the modern home closer to the outdoors. Resolite is better for skylighting because it filters out much of the heat, gives a soft, restful daylighted interior, as in this weather-tight, Resolite-roofed patio of a Florida residence.

Resolite is a rugged structural sheet of Fiberglas-reinforced resin plastic, flat or corrugated for added structural strength. The material is unaffected by weather extremes of heat, cold or moisture. It will not rust, oxidize, mildew or rot. It is simple to apply with screws or nails and with ordinary tools and skill; it is easily adapted to roof, wall or partition.

A wide variety of color and corrugation patterns lends Resolite easily to endless possibilities in interior or exterior decoration.



Beautifying the interior or exterior by either reflected or transmitted light, Resolite panels are ideal for decorative and utility partitions, with a selection of color for any motif. The effect of length and height is enhanced by utilizing the corrugation patterns.

For complete information, and name of nearest distributor, write Dept. A-1

RESOLITE Corporation
ZELIENOPLE, PA.

glass for jalousies a natural development. Engineers found that glass on glass makes a perfect sealer, and storm panels replacing inside screens in the North provide full insulation against weather.

There's the case of the Tugboat Annie Yacht Club at St. Paul, Minn., where winter temperatures plunge below zero and stay there for weeks. The club had a large porch which was too breezy in summer and too cold for use in winter. The Ludman Corporation of Miami installed glass jalousies with storm panels all around the porch. In summer, jalousie blades deflect the wind. In winter, the porch is heated with storm panels for insulation as easily as any other room.

Ludman has dealers in 200 cities, with branch plants in Boston, Kansas City, and St. Louis. It credits a great deal of its Northern business, however, to interest in Miami homes displayed by the 3.5 million persons who enjoy vacations in this area each year. Ludman's new factory in Miami is said to be the largest window plant south of Atlanta.

Arnold Products, Inc., has the next largest and fanciest factory in Miami. Jigs buzz and presses punch in dust-free air and heat-controlled light from jalousies walls. Arnold has dealers in 30 states. This firm is one of the few that do not ship windows by air. Arnold's trucks move finished jalousies to dealers, returning with raw materials for fabrication.

Conscious of distribution costs in over-all prices of its jalousies is the Keller Metal Products Company. Glass vanes on the Keller jalousies are merely clipped into place by a patented process. By offering a knocked-down window, Keller can put four of them in a small package. This plan saves substantial shipping and storage space.

Knock-down jalousies were the direct outgrowth of aviation's interest in freight distribution. By eliminating need of crating, drayage, storage, and most paper work, major airlines showed the manufacturers that they can fly windows to Puerto Rico and Venezuela during building booms for less than by surface transportation. And they can keep jalousie dealers happy by reducing inventories and easing capital tie-ups through swift deliveries.

Only the slight aluminum shortage, manufacturers agree, is keep-

ing their business graphs from skyrocketing through the ceiling. They are confident, however, this dislocation soon will end and then they can really get rolling.

All the industry is keyed to this prospect. At last count there were 34 jalousie manufacturers in the Miami area. And most of them are bidding for present and future orders from retail building material dealers throughout the South, because jalousies appeal to families almost everywhere. Unless the retail dealer stocks and sells them, itinerant and local

specialty distributors and applicators will! And every jalousie they sell is one less profitable item the retailer can deliver at a profit.

Buys Sloane-Blabon Corp.

Congoleum-Nairn, Inc., Kearny, N. J., has bought the assets of the Sloane-Blabon Corp., also a manufacturer of smooth surface floor coverings. To combine the marketing facilities of both firms, a new division has been formed, Sloane-Delaware floor products, with headquarters in Trenton, N. J.



It's Extra-Profitable!

YOU CAN SELL MORE MILLWORK WHEN IT'S PENTA-TREATED WITH WOODTOX WOOD PRESERVATIVE & WATER REPELLENT

WOODTOX TREATED
Name of Lumber Company

Insist that the millwork you sell is so branded to certify preservative treatment with WOODTOX.

WOODTOX complies with NWMA and Western Pine Association standards, and Army, Navy and Air Force specifications.

EXTRA COUNTER SALES!
WOODTOX in quart and gallon cans, packed in attractive display carton is a real sales builder. It practically sells itself to home owners, builders and carpenters.

Write For Price List

Wood-Treating Chemicals Co.
National Sales Agents For Monsanto
Santophen 20 (Pentachlorophenol)
5137 Southwest Ave. • St. Louis 10, Mo.

WOOD PRESERVATIVE

Architectural Advisors at Church Exposition

Architectural advisors of six church denominations have accepted invitations to be present at their individual information centers during the International Churchman's Exposition, which will be held at the Chicago Coliseum October 6-9.

These advisors represent 58,803 churches with 12,103,098 members.

There will be a general information center to help those whose denomination does not have an architectural advisor or whose advisor can not be present.

ATTIC FANS

(From page 40)

sound-isolating medium to further minimize operational noise.

4. Considering its long life, the attic fan is low in cost and upkeep. Because it is a permanent improvement to the home, the attic fan can be FHA financed.

5. The attic fan is a home improvement which can add much to the re-sale value of a house, particularly an old one that is being modernized.

In selling to the builder, the building supply dealer should point out that installing an attic fan in new homes is the most economical and one of the most efficient ways to provide the summer cooling system. An attic fan makes homes stand out in the competitive market today. Builders have found that an attic fan can increase the sale price of new homes more than the actual cost of the equipment itself.

Residential fan demand does not come as the result of a long-felt need, but because the heat has made home-owners uncomfortable. When this demand comes, it comes in a rush.

Because of this highly seasonal nature of fan sales, timing is of the utmost importance. The dealer should be prepared on two counts: have adequate stocks on hand and have a well-planned promotion program ready to launch during the first heat wave. Such a program should include:

1. A fan display in the show window.

2. A fan installed in the showroom to demonstrate how effectively it works.

3. Plans for distributing give-away literature.

4. Placards on trucks announcing where to get the fans.

5. Newspaper ads. Dealer mats and electros usually are provided by the manufacturer.

6. Radio or TV spot announcements.

7. Direct mail, including enclosures in regular dealer mailings.

8. Personal solicitation.

A combination of direct-mail and personal solicitation has been found to be especially valuable in the promotion of attic fans, particularly when directed to the upper- and middle-income brackets. Many a dealer has found that returning a week or so later to a home where he has installed a fan—ostensibly to check on the fan's operation—frequently furnishes new leads. Often the satisfied customer will tell him of friends, neighbors, and relatives who have seen this fan in operation and are now interested in fans of their own.

A suggested plan for covering the largest proportion of the market for attic fans is to divide the program in two parts. The new-home market is covered the year-round by promoting fans with the builder. The dealer concentrates on older homes with personal solicitation in summer months.

It All Adds Up!

EVERYONE GAINS
When You Sell
COMPLETE WINDOW UNITS
Equipped With
MONARCH METAL WEATHERSTRIP

Whenever you help your builder customers make money, you can count on making more money for yourself. *It always adds up that way!* Consider Complete Window Units as an example. Precision-assembled at the mill or by your jobber, they offer you an excellent opportunity to make an extra profit, and at the same time give builders these important advantages:

- They eliminate all waste of materials
- They save "on-the-site" assembly time
- They make it easier to meet completion dates
- They assure a sounder, more accurate job

In addition to these benefits, the owner gains too—in more satisfactory and better construction for his money.

Any way you figure, *it all adds up*—everyone gains with Complete Window Units.

Talk It Over With Your Jobber

Monarch®
METAL WEATHERSTRIP CORP.
6343 ETZEL AVE., ST. LOUIS 14, MO.

*“...Upwards of
80 per cent of all
Gulf Oil employees . . .”*

S. A. SWENSRUD
President, Gulf Oil Corporation



“I have no hesitation in saying I believe it is a sound thing for our industry to support the Government’s Payroll Savings Plan and to encourage our employees to put at least a substantial part of their savings into U. S. Savings Bonds. Upwards of 80 per cent of all Gulf Oil employees save part of each pay in E Bonds. This type of thrift is good for the nation as well as for the individual.”

At the close of 1952—

- Individual Americans owned Savings Bonds totaling more than \$49 billion, cash value.
- Series E Bonds outstanding—the kind bought by Payroll Savers—were more than \$600 million greater than on May 1, 1951, when the bonds issued in 1941 started to mature.
- Of the \$4.8 billion Series E Bonds which matured between May, 1951, and December, 1952, more than \$3.6 billion (75%) were held beyond maturity, under the automatic extension plan.
- More than 77 million units of Series E Savings Bonds were bought by individuals in 1952—13% more than in the previous year.
- During every one of the past 21 months, redemptions of

unmatured Series E Bonds have been well under 1% of the total amount outstanding.

• 1953 figures should be even better—more than 1,000,000 Americans joined the Payroll Savings Plan in 1952, and thousands, literally, are enrolling every day.

• Never before in the history of this or any other country have employed men and women held a reserve purchasing power of \$49 billion in government securities—a cushion against emergency, a check on inflationary tendencies.

If you believe with Mr. Swensrud that “it is a sound thing for industry to support the Payroll Savings Plan . . .” and “. . . this type of thrift is good for the nation as well as for the individual,” phone, wire or write to Savings Bond Division, U. S. Treasury Department, Washington, D. C. Your State Director will show you how your participation can be raised to 60%, 70% or even higher.

The United States Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.

SOUTHERN BUILDING SUPPLIES

JUNE, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



You're Sure
with
Prestile
DE LUXE TILEBOARD

SURE OF PROFITS!

Prestile provides you with a complete line. And Prestile is priced right, too . . . right for your customers—right for you!

SURE OF QUALITY!

Prestile's beauty is baked in. It's tough, durable, non-chipping—lasting beauty that creates satisfied customers.

SURE OF SERVICE!

Complete stocks and prompt delivery enable you to fill Prestile orders in every size, pattern and color.

*From every standpoint,
it pays to push Prestile!*



Prestile
"De Luxe Tileboard of Lasting Beauty"

Write
Clip this handy memo to your
letterhead and mail today!

Prestile Mfg. Co. • 5850 Ogden Ave. • Chicago 50

We are interested in:

- Prestile De Luxe Tileboard
- Prestile Aluminum Mouldings

Please send literature and samples.

Your Name.....

5

**State, Urban Housing
Reports Available**

As pointed out in the special Southern Progress issue of this magazine in March, state editions of the U. S. Census of Housing in 1950 are revealing sources of information on the modernization and repair market potential.

The HA series of such studies is now available on all Southern and Southwestern states from the field offices of the U. S. Department of Commerce in Atlanta, Dallas, Cleveland, Richmond, and Kansas City. These state studies contain data on occupancy, tenure, year built, type of structure, condition, equipment, rent, and value.

The cost for these state studies, which must be made in cash or by money order, varies in proportion to the state population. For Alabama, Arkansas, Louisiana, Mississippi, the cost is 55 cents. The Delaware study costs 30 cents; the District of Columbia, 25 cents; Maryland, 35 cents; South Carolina, 45 cents; Kansas and West Virginia, 50 cents; Georgia, \$1.00; Virginia, 70 cents; Texas, \$1.75. For Kentucky and North Carolina the cost is 65 cents; for Florida, Missouri, Oklahoma, and Tennessee, 60 cents each.

Through the HB series of housing census studies, reports are available from the Department of Commerce offices on the non-farm housing characteristics for standard metropolitan areas.

The cost of these local reports is 15 cents each for Orlando, Fla.; Augusta, Columbus, and Macon, Ga.; Topeka, Kan.; Lexington, Ky.; Jackson, Miss.; Springfield, Mo.; Asheville, Durham, Greensboro-High Point, Raleigh, and Winston-Salem, N. C.; Charleston, Columbia, and Greenville, S. C.; Beaumont-Port Arthur, Galveston, Lubbock, and Waco, Tex.; Roanoke, Va.; Charleston, Huntington, and Wheeling, W. Va.

The housing report on Kansas City, Mo., costs 25 cents.

The price is 20 cents for reports on Birmingham, Mobile, and Montgomery, Ala.; Little Rock, Ark.; Wilmington, Del.; Washington, D. C.; Jacksonville, Miami, and Tampa-St. Petersburg, Fla.; Atlanta and Savannah, Ga.; Wichita, Kan.; Louisville, Ky.; Baton Rouge, New Orleans, and Shreveport, La.; Baltimore, Md.; St. Louis, Mo.; Charlotte, N. C.; Tulsa and Oklahoma City, Okla.; Chattanooga, Knoxville, Memphis, and Nashville, Tenn.; Austin, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, and San Antonio, Tex.; Norfolk-Portsmouth and Richmond, Va.

Three series of studies on the 1950 census of population are similarly available.



Loxscreen perfects
and simplifies
frameless tension
screens.

Loxscreen's exclusive 2-way-pull Spring Latch creates positive, permanent tension from top to bottom and from left to right. Snap it out for window service . . . roll it into a small, neat package for off-season storage. Once Loxscreen's Spring Latch is set, screen may be removed and hung again without readjustment.

Loxscreen's exclusive 2-way length adjustment gives complete closure. Extra folds of screen cloth at top and bottom, plus finger-tip floating bar allow for individual window frame variations, settling, etc. Ideal for new installations or replacements.

Loxscreen's are designed for economy as well as satisfaction. Low in initial cost, their lifetime aluminum construction eliminates maintenance.

*All standard sizes.
Prompt service
on special orders.*



*Manufactured By
THE LOXSCREEN COMPANY
Columbia, S. C.*

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Byron P. Howlett, Monticello, Ark.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: T. A. Roe, Greenville, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: B. Frank Edwards, Tampa, Fla.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: R. E. McConnell, Paris, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Harry V. Balcom, Bossier City, La.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. O. McNair, Macon, Ga.

Lumbermen's Association of Texas — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John Armstrong, San Angelo, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association — 650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: T. A. Rigdon, Forest, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: H. J. Munnerlyn, Bennettsville, S. C.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel.: 7-0338. President: Dale Carter, Tulsa, Okla.

Southern Sash and Door Jobbers Association — 920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association — McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thamas, Birmingham, Ala.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Fred S. Stephenson, Chickasha, Okla.

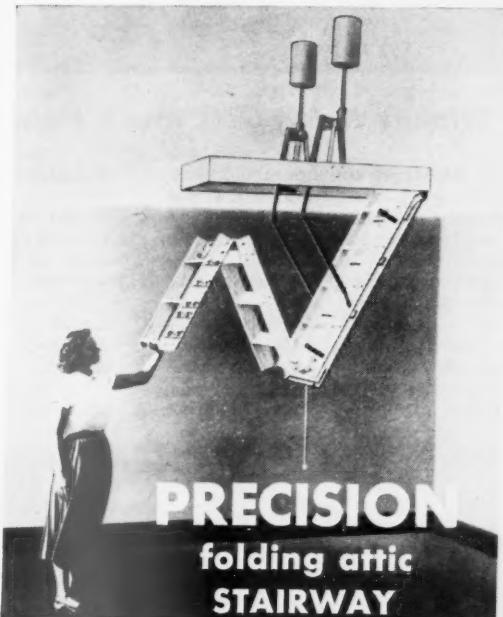
Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Dealers Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: William N. Neff, Abingdon, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert N. Swiger, Clarksburg, W. Va.

**FIVE-YEAR
WRITTEN
GUARANTEE**
furnished with each unit

**No other
STAIRWAY
offers so much**



5 exclusive features

1. Actuated by counterweights.
2. Operates on roller bearing which makes raising and lowering practically effortless.
3. Insulated door panel to prevent loss of heat to attic.
4. Full width safety treads.
5. Finest grade lumber and aluminum alloy construction. All parts secured by bolts and screws.

Easy to handle -- Easy to install. Shipped in 1 package assembled. Requires no attic space. No adjustments, no springs. Fits all ceilings from 7 feet to 9 feet 9 inches. (Runners graduated, all you do is measure from finished floor to finished ceiling and saw off runners at desired height.) Accepted by F.H.A. Listed in Sweets. Specified by leading architects. Sold by more than 12,000 dealers in U. S. A. and Canada.

Contact Precision Jobber for attractive prices.

PRECISION PARTS CORPORATION
400 North 1st St. Nashville 7, Tennessee



"Handy Man" Gets Much Help from the Girls

THE HEAD of the household who doubles as a "handy man" now has definitely established "auxiliary forces." More and more building supply dealers report selling materials for the projects of "handy Moms" and "handy kids." And since Mom is usually the one who wants the room re-papered or the attic made into a sewing room, she is well on the way to leading this brigade.

Family participation may begin with an on-looker interest in what Dad is doing. But properly channelled, this interest leads to a gratifying feeling of family partnership—with improved living for all.

The happy family shown here are all contributing to the application of insulation on a new room for their home.

Dad is doing the actual stapling

of the reflective blanket insulation between framing. But Mom has each piece ready for application, while the two daughters separate fiber strips for fastening ends.

Building Research Organization Changed

To conduct all future sponsored research in the field of building, the Southwest Research Institute at San Antonio, Tex., has established a new Department of Building Research.

C. W. Smith, director of SRI's division of construction technology, is serving as acting chairman of the new department which has acquired the architectural and engineering staff and equipment of the John B. Pierce Foundation at Princeton, N. J., for its building research laboratories there.

At least for the remainder of '53, the SRI-administered Housing Research Foundation will continue limited research and promotional activities under the sponsorship of the Crane Co. and the Owens-Corning Fiberglas Corp. These will include development of a practical homebuilding course at Trinity University in San Antonio, and a review and analysis of housing projects.

VACATION AT HOTEL Mountain Lake!
MOUNTAIN LAKE, VIRGINIA

Cool enough for blankets every night, Hotel Mountain Lake is ideal for family relaxation. Located in the picturesque mountains of Virginia, there is swimming, fishing, golfing, sailing, horseback riding and the quiet peace of the great outdoors to enjoy. Colorful private cottages or fine hotel accommodations to choose from. Reasonable rates—American Plan. Opening date June 1st through Sept. 15th.

AFFILIATED NATIONAL HOTELS

ALABAMA	TEXAS
HOTEL ADMIRAL SEMMES.....Mobile	HOTEL STEPHEN F. AUSTIN.....Austin
HOTEL THOMAS JEFFERSON, Birmingham	HOTEL EDISON.....Beaumont
DISTRICT OF COLUMBIA	
HOTEL WASHINGTON.....Washington	HOTEL BROWNWOOD.....Brownwood
INDIANA	
HOTEL CLAYPOOL.....Indianapolis	HOTEL BAKER.....Dallas
LOUISIANA	
JUNG HOTEL.....New Orleans	HOTEL TRAVIS.....Dallas
HOTEL DESOTO.....New Orleans	HOTEL CORTEZ.....El Paso
NEBRASKA	
HOTEL PAXTON.....Omaha	HOTEL BUCANIER.....Galveston
NEW MEXICO	
HOTEL CLOVIS.....Clovis	HOTEL GALVEZ.....Galveston
SOUTH CAROLINA	
VIRGINIA	
HOTEL WADE HAMPTON.....Columbia	HOTEL MOUNTAIN LAKE.....Mountain Lake
	HOTEL MONTICELLO.....Norfolk

ASSOCIATION ACTIVITIES

NRLDA to Publish Dealer's Merchandising Calendar

PREPARATION and publication of a Merchandising Calendar for building material dealers was approved at the spring meeting of the National Retail Lumber Dealers Assn. in Washington, D. C., the first week of May. The text of the calendar was appraised and endorsed at a management conference of dealers that preceded the semi-annual meeting of directors.

The calendar will be published, in two parts, as another section of the helpful Dealer Operating Guide. Part 1 will suggest monthly promotion themes, weekly advertising themes, "hot spot" and floor and window displays, direct-mail and other tie-ins. Part 2 will list the various products that go into the building or modernization jobs featured as promotion themes.

President Henry J. Munnerlyn said that the national association's current programs reflect the emphasis that dealers are wisely placing on intensive merchandising. He urged lumber dealers to buy and use the Dealer Operating Guide, Dealer Training Manual, Products Data Book, and management workshops that have been developed at great expense by outstanding talent.

At a joint meeting of the Manufacturer-Dealer Coordinating Committees of NRLDA and the Producers Council, plans were discussed whereby dealers and material manufacturers would strive to coordinate their advertising on specified themes a certain number of times a year.

Reporting to the board for the Public Relations Committee, Chicago's Phil Creden declared that "we dealers are on top of the heap and not at the bottom. We distribute materials finally to builder and consumer, so we should help decide the scheduling of seasonal ads. We must work with manufacturers on scheduling product advertising."

Public Relations Director Everett B. Wilson announced that forthcoming chapters of the Dealer Operating Guide would cover light construction methods, advertising techniques, accounting, and blueprint reading. He said future product sections of DOG would deal with masonry materials, metal products, plywood, asphalt goods, asbestos materials, and millwork.

Commending the Lumber Dealers Research Council for its plan to finance studies of materials handling and yard layout, Wilson said the recommendations would be printed in new chapters of the Dealers Operating Guide.

In his first speech before the or-

ganization of lumber dealers, Albert M. Cole, the new administrator of the Housing and Home Finance Agency, asserted that "the government should support the housing industry — not supplant it." He said that the HHFA would be reorganized to suit today's conditions in line with findings of a study of its many activities, and in keeping with the mutual interests of industry, Congress, public interest groups, and government agencies.

Cole said that the recent increase in interest rates of mortgage loans reflected the recommendations of these factors. He admitted that he personally is in favor of insurance of open-end mortgages by the Federal Housing Administration.

H. R. Northup, NRLDA executive vice-president, emphasized the great confidence that the building industry has in Administrator Cole. He said the industry has a big responsibility in helping Cole attain his housing objectives.

The NRLDA board approved a resolution from its Lumber Standards Committee, headed by Donald

A. Campbell, which reaffirmed its approval of the general principle of replacing grade numbers with grade names of lumber and of re-grading Douglas fir lumber under this system.

Campbell declared in his report that "as an industry we have a moral obligation to see that the customer gets what he pays for. We must work militantly for meaningful lumber grades."

Highlight of the Educational Committee's report at the Shoreham Hotel meeting was a round-table on management conferences by six association executives who had planned and held different types. Robert A. Jones, Middle Atlantic Assn., explained small discussion groups with leader. Tennessee's R. O. Brownlee and Texan Gene Ebersole described local versions of lecture-type conferences.

The consensus was that each type of workshop has advantages and that NRLDA should continue to study the field with a view toward disseminating the experience with each type through the Educational



HENRY MUNNERLYN, president of the National Retail Lumber Dealers Assn., was surprised at the meeting of District 2 (S. E.) dealers and association managers in Washington. In behalf of the group, Don Campbell, Kentucky dealer and assn. executive, presented an engraved watch and plaque to Munnerlyn in appreciation for his 1951-52 services as district leader. Above, Campbell is at left, Munnerlyn in center, and W. T. (Bill) Spencer at right. Spencer, of Gastonia, N. C., succeeded Munnerlyn, of Bennettsville, S. C., last November as District 2 member of the NRLDA Executive Committee. The plaque is inserted below these principals.

Committee, of which W. C. Bell is chairman.

At the request of Mrs. Marie Bennett, Florida assn. secretary, the board voted to get the Office of Civil Defense to test and use a bomb shelter built of timber. This action followed that of the Florida convention which was prompted by the case made for such shelters by a Tampa dealer.

The annual meeting of the National Retail Lumber Dealers Assn. will be held at Las Vegas, Nevada, September 27-October 1. President Munnerlyn announced that the Executive Committee had accepted invitations to hold subsequent annual meetings of NRLDA at White Sulphur Springs, W. Va., in 1954; Colorado Springs, Colo., 1955; Boston, Mass., 1956, and Minneapolis, Minn., 1957.

Sponsor Grading School

The Retail Lumber Dealers Assn. of Houston, Tex., sponsored a grading school for members' personnel at the Temple Lumber Co. yard, May 19-22.

W. A. Carter, Atlanta, Ga., and C. H. Davis, Huntsville, Tex., staff members of the Southern Pine Inspection Bureau, were the instructors.

Past-Presidents Get Plaques in Carolina

In appreciation of their services to the Carolina Lumber and Building Supply Assn., all past-presidents will be presented engraved plaques at district and special meetings. First recipient of a plaque was J. C. Kendall, of Florence, S. C.

The inscription on Kendall's plaque reads: "For meritorious service as president of the Carolina Lumber and Building Supply Association in the year 1928."

The plaque was presented at a district meeting of dealers and suppliers from the Pee Dee area of S. C. on May 14 by Secretary-Manager E. M. Garner, of Charlotte. Kendall is shown on our SBS cover this month with Henry J. Munnerlyn, another former president of the Carolina body.

Twenty-eight persons attended the Florence meeting and heard Munnerlyn, who is president of the National Retail Lumber Dealers Assn. and a successful Bennettsville, S. C., merchant, explain the sales aids provided by the organization and merchandising methods he profitably employs. J. C. Kendall's son, J. Alex Kendall, Carolina assn. second vice-

president, presided over the meeting.

The following day at a luncheon, the Florence Lions Club was addressed by Secretary Garner on how taxes can be reduced without loss of revenue or impairing national defense and economic security."

Farm Buildings Day Exhibits "Know-How"

The fifth annual Oklahoma Farm Buildings Day provided a record turnout of farmers, builders, and merchants with a "show-case" of farm and ranch structure designs to fit Oklahoma's climatic conditions. It was held at the Oklahoma A. & M. College demonstration farm in Oklahoma City.

This year's spotlighted project was a pole-constructed 30x110-foot commercial broiler house. Materials for it were donated by local lumber dealers and other suppliers.

Co-sponsors of the annual demonstration and display of farm-fitted structures are the Oklahoma Lumbermen's Assn., the Oklahoma City Chamber of Commerce, and Oklahoma A. & M. College.

Among the demonstrations that were noted and studied by visitors were a farm shop and machinery shelter, hog production layout, cattle production equipment, chopped hay handling and curing, concrete block laying, fence end and corner construction, pole frame building construction, curved barn rafter construction, fire and decay resistant fence post test, and trussed rafter building.

For 4-H and FFA members, contests were held in lumber sawing, nail driving, and farm buildings judging and identification.

Tackle Dealer Problems

The Retail Lumber Dealers Assn. of New Orleans, La., held a panel discussion at the May 12 meeting. After cocktails and dinner at the New Orleans Country Club, members discussed "Wholesale Practices in This Trade Area."

At the April meeting, Ivan Foley discussed "Sales Volumes, Mark-Ups, Gross Profits."

Hall Leads Pre-Fabs

William B. F. Hall, of Fort Wayne, Ind., recently was chosen president of the Prefabricated Home Manufacturers Institute at the 10th annual meeting in Chicago, March 17.

Other new officers are General John J. O'Brien, Gunnison Homes, Inc., New Albany, Ind., vice-president, and P. S. Knox Jr., Knox Corp., Thomson, Ga., secretary-treasurer.

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MORE Profits!**

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IT'S a Quality THINNER

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TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

Sales Compensation, Business Conditions, Safety, Public Relations Aired at Annual Waldheim Meet

PRACTICAL WAYS to compensate building supply salesmen and handle their travel expenses were described at the annual meeting of the Southern Builders Supply Assn. on May 23 by W. B. Herbert Jr., of T. L. Herbert and Sons, Nashville, Tenn. The well-attended three-day meeting was held at Waldheim, the Jahncke estate near New Orleans, La., May 22-24.

Fred J. Grace Jr., of Baton Rouge, was elected president of SBSA to succeed George P. Macatee Jr., of Dallas, Tex. W. Grant Jahncke, of Jahncke Service, Inc., New Orleans, replaced Grace as vice-president. Herbert Jahncke was re-elected secretary-treasurer of the body.

The group went from New Orleans by boat to Waldheim. The dinner speaker Friday was Vincent P. Ahearn, executive secretary of both the National Ready-Mixed Concrete Assn. and the National Sand and Gravel Assn. He discussed national problems of the industry.

Along with Bill Herbert, two other speakers were heard by the building material dealers Saturday morning. William Walters, of Fischer Lime

and Cement Co., Memphis, described a successful safety program. Ed Stainback, Southeastern division manager for U. S. Gypsum, explained the use and sale of "pre-mixed plaster."

Following a barbecued chicken lunch and afternoon recreation, the group heard a report on "The Construction Outlook—Short Term and Long Term" by R. D. Stephan after dinner. He is general sales manager for USG.

Sunday morning, Vice-President Fred Grace discussed "good public relations." Then Luther Jackson, president of the Campbell Coal Co., Atlanta, Ga., explained current conditions in the building material business. A round-table discussion of the business outlook in the cities represented at the convention concluded the business sessions.

After lunch, the group returned by boat to New Orleans and thence home.

The Southern Builders Supply Assn. was founded in 1915. It lapsed during the depression '30s and then came back strong under the leadership of Walter Jahncke, who died in 1947.

that retail lumber dealers were not taking advantage of increased volume possible through various kinds of installment selling.

The meeting began with an address by Dean Newbury, president, who stressed service to customers so that they receive best results from their purchases. To accomplish this he suggested that customers be asked what they are going to use materials for and so the dealer could give them the latest information. Such a system eliminates unsatisfactory results from using wrong materials for the job, he said.

Newberry also stressed the training of sales personnel in obtaining the customer's viewpoint, citing that the salesman frequently is only able to see his own side of the problem.

Fred Sharpe, of the University of Kansas extension service, outlined productive selling procedures in a speech on "Techniques of Selling."

Gordon Lawler, of *American Lumberman*, Chicago, discussed the position of the building and lumber business in the present economy. He said building was down 7 per cent, compared with 1952, while general sales were down 4 per cent. He attributed this to the lack of aggressiveness of the retail lumber dealer in a new highly competitive market where he is competing with automobiles, refrigerators, and television

Kansas Dealers Hear of Credit Sales Tips

Installment selling permits dealers to get their full mark-up and to increase their sales volume, members of the Kansas Lumbermen's Assn. were told by J. W. Wakefield, of Allied Building Credits, Inc., Kansas City, at their annual convention in Salina, April 22-23.

Attendance of more than 300 set a post-war high record, according to D. C. Larson, acting secretary of the group.

Wakefield advocated the selling of products by stressing the monthly payment and avoiding a breakdown of the items that make up the cost. For example, he said a garage should be sold completely installed on the customer's lot for a certain amount down and a certain amount monthly rather than making the sale by enumerating the costs of lumber, labor, and other items that make up the whole. He cited instances where long discussions of the ingredients of a deal tended to keep the customer from completing the deal.

He also advocated obtaining adequate down-payments on all installation sales so that the customer would have a reasonable equity, which promotes regularity in making the monthly payments. He said



MASONRY CEMENT:

Superbly blended to give light color, extra smoothness and high compressive strength. Meets all standard A. S. T. M. and Federal specifications.



HYDRATED LIME:

Made special for agricultural, building and chemical uses. The 400 mesh 'air-floated' is ideal to purify water, make insecticides and aid precision chemical processes.

Builders Large or Small

Cut Costs With

ONE-DER METAL



More builders are insisting on One-Der metal door and window frames. The one piece frame that easily fits any type of construction—brick, block or frame—complete assembly makes installing an ease.

Sizes conform to Metal Window Institute standards.



ONE-DER **FRAMES FIT THEM ALL!**

Quick, easy installation makes One-Der Metal Frames a boon to big or small builders alike—less carpenter labor! And pre-priming means less painting!

For further details see Sweet's File 15 a/On and 16b/On

Order TODAY from your dealer, listed in Yellow Pages of Telephone Directory, or write—

ONE-DER FRAME
Corporation

P.O. Box 3068—Birmingham 6, Ala.

sets for the consumer's dollar. With automobiles up 27 per cent, when by all rules of business they should have decreased, the only answer is that the automobile dealer was a better salesman, Lawler declared.

William J. Salmon, associate editor of *Building Supply News*, presented a sound film on "How to Display For Profit."

At the business meeting, Secretary D. C. Larson submitted his resignation because of other business, but was persuaded by the directors to remain on duty until full consideration could be given to employment of a professional full-time non-lumber secretary.

Texas President Heads Four Concerns

Since he had been an active member and leader of local and state dealer associations in Texas for over 18 years, it was favorably anticipated that John Armstrong of San Angelo would be elevated to the presidency of the Lumbermen's Assn. of Texas at the convention in Galveston in April. He had been a director of the body since 1943, and served aggressively as first vice-president during the past year.

Armstrong soon will announce the chairman and members of the several standing LAT committees. He will select them from held-over and new members of the association board of directors. Elected to serve for three years on a rotation schedule, the new members include M. C. Alston, Sweetwater; C. H. Brown, Shallowater; M. C. Engel, San Antonio; J. L. Foxworth, Dallas; Chessley M. Grogan, Atlanta; Ike C. Hallman, Menard; J. Lee Johnson III, Fort Worth, and F. R. Weddington, Waco.

John Armstrong was born in San Angelo, Tex., on July 11, 1907. Upon graduation from the San Angelo High School in 1925, he joined his father, Karl Armstrong, and an uncle in the retail lumber business as a yardman and truck-driver. Two years later he was appointed assistant bookkeeper.

On August 1, 1930, he was elected secretary-treasurer of the Armstrong Brothers Lumber Co. Upon the death of his uncle Frank in April '42, John Armstrong was elected president of the firm.

He now is president of four firms that cover the major segments of the construction industry. These include, besides the Armstrong Bros. lumber yard in San Angelo, the lumber yards in Eden and Paint Rock of the Armstrong Lumber Co.; Armstrong Bros., Inc., real estate and investment firm; Home Builders of San Angelo, Inc., building contractors. He was a principal in the design and promotion of the San Angelo low-



JOHN ARMSTRONG

cost home, which popped up all over Texas and in several other states last year as a private-enterprise answer to the low-cost housing need.

In February '52, John Armstrong completed his third year as president of the San Angelo Lumbermen's Assn., of which he had been secretary for the previous 14 years. He is now state deputy snark for the Con-catenated Order of Hoo-Hoo.

He is chairman of the City Planning Commission and a director of both the San Angelo Board of City Development and the Chadbourne Building Corp. He is a Methodist, Kiwanian, and member of the San Angelo Country Club. His hobbies are hunting, fishing, golf.

In 1928 he became the husband of Miss Faustine Dover. They have two daughters—10-year-old Alice Faustine and 16-year-old Anita.

Under John Armstrong of San Angelo, directors and members expect the Lumbermen's Assn. of Texas to enhance its many services to dealers and its esteem in the building industry throughout the Lone Star state and the nation.

Tree Planting Record

During the planting season just closed, the Gaylord Container Corp. planted 18,630,000 seedlings on 24,770 acres in Mississippi and Louisiana. The season's plantings were over three times as great as Gaylord's previous record of 7,694 acres planted during the 1951-52 season.

Since Gaylord's timber holdings in the two states are believed to constitute the largest privately-owned man-planted forest in the world, this season's plantings set a new record for mass planting of pine seedlings by private industry.

PRESIDENTS OF PRODUCERS COUNCIL UNITS IN SOUTH

THE MEN shown here have served during the 1952-53 annual term as presidents of their local chapters of the Producers Council. This is a national organization of manufacturers of building materials and equipment. Fifteen of its 33 chapters are located in the Southern and Southwestern states.

W. L. Holdford, Master Builders Co., headed the Memphis chapter.



ATLANTA: J. M. Fowler, Armstrong Cork Co.



BALTIMORE: Jack M. Jordan, Otis Elevator Co.



BIRMINGHAM: Norman H. Jordan, Pittsburgh Plate Glass Co.



CHARLOTTE: Jerry Blucher, Roddis Plywood Corp.



DALLAS: M. B. Vifquain, Armstrong Cork Co.



HOUSTON: Albert M. Sterling Jr., J. A. Zurn Mfg. Co.



JACKSONVILLE: C. W. Dixon Sr., National Fireproofing Corp.



LOUISVILLE: Wm. L. Elder, Armstrong Cork Co.



KANSAS CITY: E. M. Nicol, Johns-Manville Sales Corp.



SAN ANTONIO: Rufus A. Walker, Master Builders Co.



MIAMI: Charles E. McEwen, Pittsburgh Plate Glass Co.



NEW ORLEANS: Louis J. Adams, Pittsburgh Plate Glass Co.



WASHINGTON: Ludlow King, Owens-Corning Fiberglas Corp.



ST. LOUIS: Hal V. Kelley, Aluminum Co. of America.

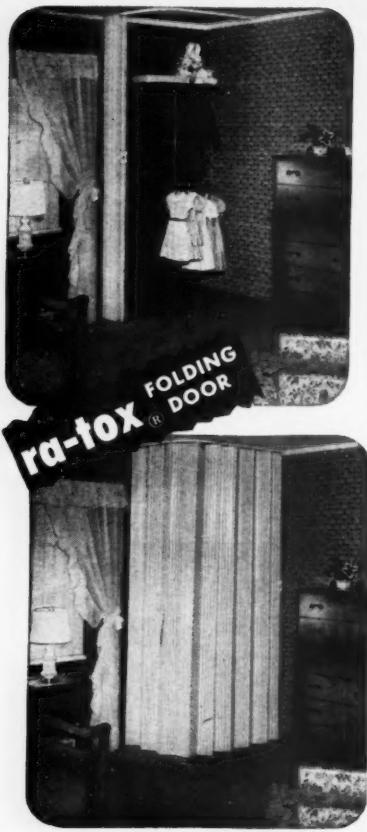
N. C. Gets Solite Plant

The Southern Lightweight Aggregate Corp., said to be the largest

plant of its kind in the world producing a controlled lightweight aggregate, has announced plans to build a new \$1,000,000 Solite plant in Acquadale, N. C. The main plant is at Bremo Bluff, Va.

President John W. Roberts said the new operation will be carried on by the Carolina Solite Corp., a subsidiary of his firm.

Operation of the new plant is expected to start in about six months.



**for low cost
bedroom corner wardrobe**

Typical of the money and time that builders and homeowners can save with Ra-Tox Folding Doors, is this corner wardrobe construction. Complete wardrobe is built with wall mounted shelf and a Ra-Tox Folding Door running from wall to wall and ceiling to floor. A Ra-Tox curved track section makes the 90° turn. Here are a few of the features that are making Ra-Tox America's leading folding door:



- Low cost . . . furnished complete including patented new Walter Dorwin Teague design Handle-Latch.
- Beautiful woven basswood slats.
- Choice of eleven colors or natural.
- Ventilation through slat openings.
- Safety from pinched fingers and bumps.
- Saves room space . . . door folds to side.

PROVED BY ACCEPTANCE . . . over 200,000 Ra-Tox Doors already installed. Sells to both builders . . . and homeowners for "do-it-yourself" remodeling because of low cost and simplicity of installation.

Write for distributor name and Bulletin 706

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NEWS about MANUFACTURERS

MEMPHIS, TENN.: The E. L. Bruce Co., manufacturers of flooring, recently announced three personnel changes. L. V. Witt, former manager of the Columbus, Miss., plant, now manages timber operations. He was succeeded by M. S. Brislin, whose position as manager of the Boligee, Ala., plant is now filled by Floyd S. Addy.

BIRMINGHAM, ALA.: The Tennessee Coal and Iron Division of the U. S. Steel Corp. has established a Tin Mill Products Division. J. E. Hill is new manager of the sales activity.

DALLAS, TEX.: McDonald and Shaw have been appointed representatives of the Yoder Manufacturing Co. for Texas, Oklahoma, and Louisiana. The firm will handle the Yoder line of "Little Giant" lawn sprinklers, sirens, tooters, and bicycle horns.

CHICAGO, ILL.: Sherman J. Larsen has been appointed sales manager for the architectural products division of the Burgess-Manning Co. The company is exclusive U. S. licensee of the Frenger system of radiant heating and cooling and acoustic control metal panel ceiling.

MIDLAND, TEX.: The Reynolds Metals Co., Louisville, Ky., has opened a new office here to serve oil and gas industries in the Texas region. Andrew R. Davis Jr. is manager of the new office.

PITTSBURGH, PA.: The Delta Power Tool Division of Rockwell Manufacturing Co. has created four sales divisions covering its various products. New product managers are Ben Eldridge, metal working; Thomas C. Mortimer, woodworking; I. G. Meyer, Homecraft tools, and A. V. Taylor, accessories.

NEW YORK, N. Y.: In line with its expanding foreign sources and markets, the United States Plywood Corp. has appointed Harold Brod as import manager. He will coordinate the importation of all plywoods, especially flat-cut Honduras mahogany, made at the firm's Panama mill.

INDEPENDENCE, KAN.: The Symons Clamp and Manufacturing Co. has awarded a contract to the Rock Island Lumber Co., subsidiary of the Weyerhaeuser Timber Co., to make its patented plywood panels for use in construction of concrete walls. This will reduce shipping costs for the forms in the Midwest and Southwest.

ORANGEBURG, S. C.: The U. S. Plywood Corp. has added another office section to the plant here.

CENTER, TEX.: The Atlas Plywood Corp. is constructing a new building here for manufacturing plywood. It recently purchased the plywood-making machinery of the Tide-water Plywood Corp. in Brunswick, Ga., for about \$250,000. The plant will employ about 300 men.

LOS ANGELES, CALIF.: George F. Sleight recently was appointed sales manager for Trade-Wind Motorfans, Inc. He succeeded the late Harold Thorrell.

SAN ANTONIO, TEX.: U. S. Steel's housing subsidiary, Gunnison Homes, Inc., has awarded a dealership franchise to Engineered Homes of San Antonio. It will serve 67 Texas counties.

CHICAGO, ILL.: The American-Marietta Co. has entered the drainage products field through purchase of the interests of the 30-year-old Lamar Pipe and Tile Co., with plants in Grand Rapids, Saginaw, and Jackson, Mich. The new activity will be operated as the Lamar Division.

MINNEAPOLIS, MINN.: Irwin



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, play-rooms, bedrooms and storerooms . . . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

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EZ-WAY SALES, Inc.

BOX 390, DEPT. E ST. PAUL PARK, MINNESOTA

(Jim) Moore has been appointed Southern states district representative for the Baker-Lull Corp., maker of material handling equipment. He will cover Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Texas, Tennessee, and New Mexico.

CALL, TEX.: The Kirby Lumber Corp. has closed one of the oldest hardwood lumber mills in this section, with a capacity of 80,000 board feet daily. All company-owned stores here also have been sold to private interests. Vice-President J. Kirby Herndon announced that the firm is concentrating now on pine lumber operations and consolidating its plants into a \$10,000,000 electric mill at Silsbee.

WAVERLY, VA.: A large lumber mill, formerly operated here as the Gray Lumber Co., recently reopened under new management. Elmon T. Gray bought the firm from his father, Garland Gray, and is operating it under the name of Elmon Gray and Co.

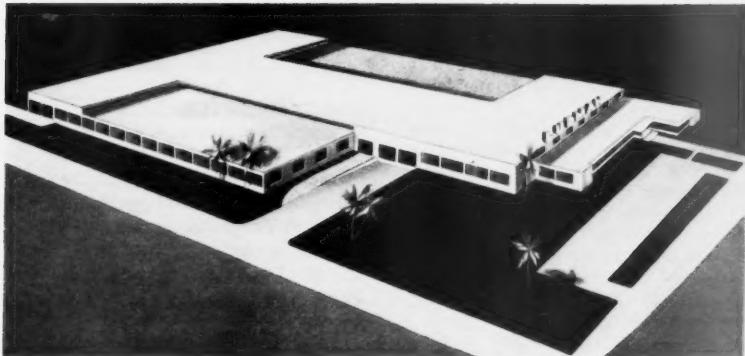
PERKINSTON, MISS.: The L. N. Dantzler Lumber Co. recently shifted its sawmill operations to Stone county. For the past three years cutting was carried on in Jackson and Harrison counties.

MARION, S. C.: The Standard Brick and Tile Co. has been chartered to manufacture and sell brick, tile, and other clay products.

PRYOR, OKLA.: Fred Buchanan has been named general manager of the National Gypsum plant, succeeding Paul J. Dumas. He was transferred from the Kalamazoo, Mich., plant. He has had 27 years of experience in the paper industry.

CLEBURNE, TEX.: The Limestone Products Co., a million-dollar business incorporated in 1945 but frequently beset with financial difficulties, recently took a new lease on life. Dr. G. H. Anderson, president, has announced that the firm's properties have been leased to the Texas Lime Co., a new firm headed by Louis R. Myers.

Ludman Producing in Modern Factory



Max Hoffman

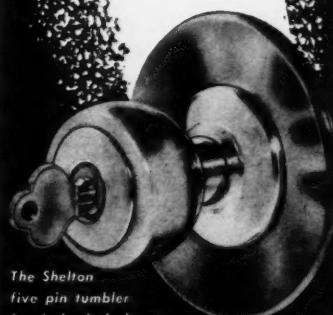
A SECOND MOVE in less than 10 months has brought the Ludman Corp. to rest in the world's largest plant devoted exclusively to the manufacture of jalousie and awning windows. Shown above in model form by the architects, Oboler and Clarke with A. Herbert Mathes, this plant contains some 140,000 square feet of floor space. It is located on a six-acre tract in North Miami, Fla.

The Ludman Corp. is headed by Max Hoffman as president and general manager. The inventor of the Auto-Lok for awning windows, Hoffman said that "this new plant facility will enable Ludman to increase still further its position of leadership in window research, engineering, design, and production. It also will enable Ludman to expand its product line, first addition to which will be a superior system of window hardware."

The one-story structure of ma-

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Pacemaker
offers you
RIGHT NOW
factory
pre-assembled
LATCH AND
LOCK SETS
for every
door



The Shelton
five pin tumbler
key-in-knob lock set.

Harloc Pacemaker is beautifully styled and precision-built for a lifetime of satisfaction. Factory pre-assembled, it is easy to install in three simple steps. Entirely free of die-casting, Harloc Latch and Lock Sets have built-in quality that is easy to recognize.



The Pacemaker Barloc—for bath
and bedroom doors—completely automatic
push-button-in-knob lock set.



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NEW HAVEN, CONN.

Sold on Sight



for interior doors

Your customers will immediately spot the convenience of this Stanley No. 23 Roller Catch (for house doors that don't require locks). It automatically holds doors securely closed . . . eliminates rattling . . . operates quietly and smoothly with a push-pull action. Easy to install, too, just drill a $\frac{1}{8}$ " hole $2\frac{3}{4}$ " deep in door. Comes complete with screws — one dozen in a box. Be sure to have this fast-moving item in stock . . . displayed prominently for best results.

THE STANLEY WORKS
NEW BRITAIN, CONNECTICUT

REMEMBER . . . THREE HINGES TO A DOOR

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Reg. U. S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

sonry, steel, and glass is located on the main line of the Seaboard Airline Railway in North Miami. A 60-foot pylon will flash the name "Ludman" to everyone passing the plant on Biscayne Boulevard and the railway. Complete tropical landscaping is planned to blend with ample parking space.

A special foundry at the rear of the plant will give the firm complete facility for processing their raw aluminum requirements. The plant is equipped with a 1,250-ton Lake Erie extrusion press. It also contains a complete tool and machine shop for manufacturing Ludman's special tools, jigs, dies, and fixtures.

Special unloading and loading facilities expedite the handling of both rail and truck shipments. Overhead cranes speed materials and assemblies down the plant's production lines.

To provide controlled ventilation and natural light for workers, the new Ludman plant has continuous walls of its awning windows on all four sides.

In place of skylights, a second roof level has been introduced into the structure with a continuous row of jalousie windows transmitting air and light into the plant. The flue action of the clerestory jalousies circulates air so that it is several degrees cooler inside the plant than outside.

The front offices are air-conditioned. A sound-proofed masonry wall separates them from the factory. A continuous inside planting area provides Florida tropical scenery in the offices.

A modern cafeteria provides food service in the plant for employees and visitors alike.

In the awning window field, Ludman has pioneered in automatic locking hardware and in full-floating weatherstripping seal.

Ludman improvements in the

jalousie field include addition of storm panels for year-round enclosure use; KD (knocked down) shipment of jalousies nationally, and the "magic mullion," which eliminates use of wood stripping for installations.

Ludman recently has licensed several of the nation's manufacturers of windows of other types to fabricate awning-type windows with Ludman's patented hardware.



DONALD LINVILLE has been named executive secretary of the newly-formed Hardboard Association. He formerly was chief of the roofing and insulation and board section of the Office of Price Stabilization. He previously served with the FHA, WPB, U. S. Department of Commerce, Penn Ventilator Co., and Ruberoid.

Handy Heads AMA

The board of directors re-elected George W. Handy president of the Acoustical Materials Assn. at their 23rd meeting, held in Colorado

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Constantly Corrected

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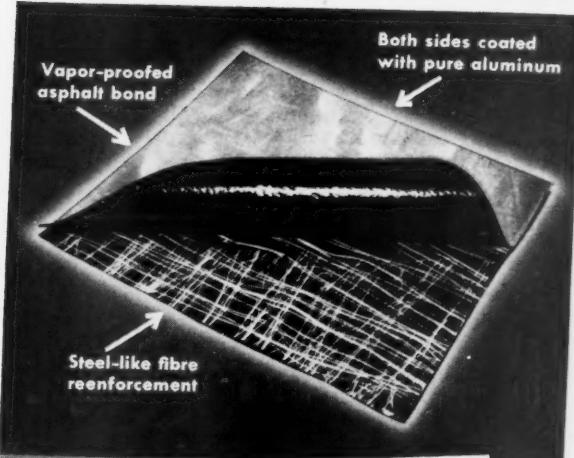
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Lumber salesman for North Carolina. Should have experience in the West Coast and Yellow Pine lumber requirements of a retail yard. Prefer man over 25. Automobile necessary. Excellent opportunity for aggressive type man. Permanent. Established, well integrated wholesale lumber firm established 1907. Submit personal data sheet including age, experience, educational background, references and expected remuneration. Replies held confidential. Box Number 37, SOUTHERN BUILDING SUPPLIES — 806 Peachtree Street, N. E. — Atlanta 5, Georgia.

Here's Why Sisalation IS MORE PRACTICAL... EASIER FOR YOU TO SELL!



... Because Only Sisalation
Offers these 5 Big Advantages—
at one low cost!

- 1 2-way reflective insulation—equivalent value of about 1-inch of bulk type insulation.
- 2 Dependable prevention of costly condensation damages—paint peeling, wood rotting, plaster ruin.
- 3 Protection against entry of drafts, dust, etc.
- 4 The unequalled strength of close reinforcing in both directions for fast, sure, low cost application and enduring performance.
- 5 Minimum storage problem . . . Sisalation is compact in rolls.

All for 1 low material and labor cost!

Because of its amazing strength, Sisalation is easily stapled in place without rips or tears. Nationally-advertised, pre-sold Sisalation is available in 36" and 48" widths. For further information write Dept. SBS-6.



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Chicago 6, Illinois • New York 17, N.Y. • San Francisco 5, Cal.



Stock and display Dicks-Pontius
products for more sales
and satisfied customers!



Black Asphalt Caulking Compound

A very high quality black caulking compound—perfect for all general caulking jobs! (Not a roof coating.) Guns very easily—flows in a smooth bead which adheres instantly to any dry surface. It can be completely covered with two coats of paint. Positively will not bleed through or burn the paint, sag, crack or pull away! Stands up excellently under all conditions of weather—all ranges of temperature! Comes in 1/10 gal. fiber cartridges and standard size containers.



Famous D-P Glazing Compound

Easier and better to use than conventional putty. Ideal for many home repair jobs besides glazing! Always ready to use—will not harden in can. Holds tight—seals permanently! Packaged in 1 lb. cans and up.

Cash in on Summer repair jobs—display these high quality D-P products! Order from your jobber now!

For 86 Years the quality leader



THE DICKS PONTIUS COMPANY
DAYTON, OHIO
Alexandria, Va., Decatur, Ga., Dallas, Texas

SPIREX SASH BALANCES

Quiet

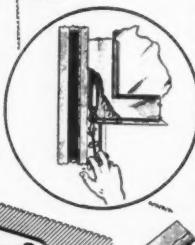
Special SPIREX coating insulates against noise and protects balance from rust. SPIREX gives you quiet operation with years and years of trouble-free service!

Smooth

Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide *smooth-as-you-please* for the life of the building.

Adjustable

Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 4-5 turns for average sash.



Manufacturers of
precise clock spring
balances since 1888.

Marion T. Davis & Company
281 North Ave., N.E., Atlanta, Ga.
Day: Emerson 6474; Night: Exchange 2278

J. Scobey North
Nat'l City Bank Bldg., Dallas 1, Texas
Phones: Prospect 7251, Lakeside 0701

CALDWELL MANUFACTURING CO.
63 Commercial St., Rochester 14, N.Y.

Springs May 13. The association represents 90 per cent of the nation's sound-conditioning materials manufacturers.

Handy is commodity manager, acoustical sales, National Gypsum Co., Buffalo, N.Y., and has been a member of the board of directors since the founding of the association.

E. S. Graybill, manager of the acoustical department of the Armstrong Cork Co., Lancaster, Pa., was re-elected vice-president.

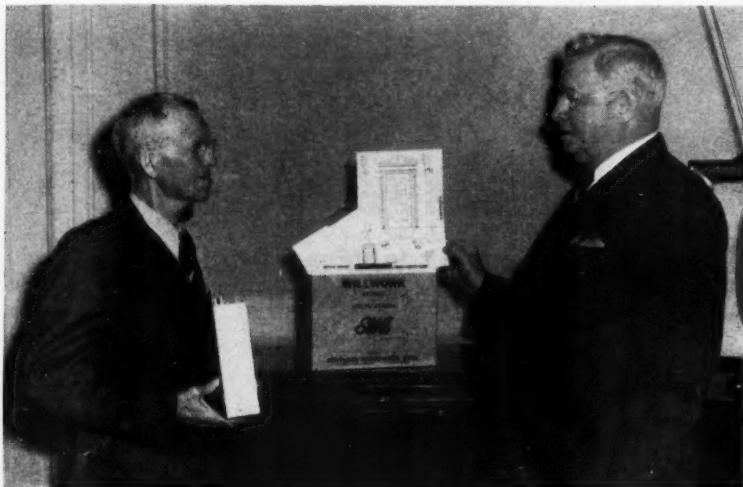
two years, Melvin H. Baker, board chairman, told the stockholders at the annual meeting on April 28.

"Our projections for the future indicate continued growth in the American economy. Peddlers of gloom may talk about our nation returning to economic levels of 20 years ago," Baker said. "But we at National Gypsum believe that the long-run trend will continue upward."

The expected growth of the company in the next few years, the chairman explained, will include both new construction and the acquisition of going concerns in fields related to items already manufactured by the Buffalo, N.Y., building materials concern.

\$18 Million Expansion

The National Gypsum Co. is going to spend \$18 million in plant capital expansion during the next



SWA DISTRIBUTES MILLWORK KITS

AFTER THREE years of work by a special committee, the Southern Woodwork Assn. has developed and produced a special kit of details and specifications on architectural millwork. Inspecting the handsome cardboard files and contents in the above

picture are Roy G. Jones, left, SWA treasurer and secretary-manager of the Willingham-Tift Lumber Co., Atlanta, and Counselor Joseph G. Rowell.

Under the leadership of James O'Neill, of Rome, Ga., and Robert

SOUTHERN PINE LUMBER

Member S.P.I.B.

WORD GRAND CEDAR FLOORING...WORLD'S BIGGEST

Member N. H. L. A.

Siding Finish
Ad. Dimensions
KD Pine Flooring
YELLOW POPLAR
RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.

Phone 327

SCOTTSBORO ALABAMA

IDaho WHITE PINE



from the WESTERN PINE REGION



Genuine White Pine. Straight-grained, soft and even-textured, cuts and works easily and accurately with hand or machine tools, ideal for exteriors and interior trim, siding, paneling, fine cabinetwork. Takes and holds paints, enamels, other finishes beautifully.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.



THESE ARE THE WESTERN PINES

IDaho WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE



Write for free
illustrated book about
Idaho White Pine.
Address:
Western Pine Association,
Yeon Building,
Portland 4, Oregon.

JUNE, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

MORE PROFIT
FOR DEALERS



Leatherback

REFLECTIVE STORM BLANKET *easiest insulation to stock, handle and sell*

About half the price of bulk insulation. Builders know it is easy to install and recognize its value.

Major heat transfer is by radiation. Reflective materials, as Leatherback STORM BLANKET, insulate by reflecting radiant heat. This is a material of proved efficiency. Supplied in two types:

Leatherback Single Reflective STORM BLANKET. One side pure aluminum foil bonded to tough Kraft backing sheet.

Leatherback Double Reflective STORM BLANKET. One side pure aluminum foil bonded to special Kraft, the back coated with pure aluminum flake pigment.



saturated building papers

Papers, not felts. Strong. Resist puncture. Light weight, easily handled.

Leatherback ALL PURPOSE BUILDING PAPER

Uniform asphalt impregnation. Water resistant . . . high moisture vapor permeability. 500 sq. ft. roll. Cuts storage space, handling costs and inventory. Meets FHA class D requirements.

Leatherback SLATERS FELTS

Asphalt saturated paper. Standard for years. 36" x 500 sq. ft. rolls. Available in 20, 25 and 30 lb. weights.



other Leatherback building papers

RED ROSIN . . . one grade meets all needs.

SUB-GRADE . . . use below concrete to insure proper curing and even density.

REINFORCED BUILDING PAPERS . . . Kraft, asphalt laminated, reinforced with tough fibres. $1\frac{1}{2}$ " x $1\frac{1}{2}$ " and 1" x 1" mesh. 36", 48" and 72" widths.

VAPOR BARRIER PAPERS . . . two grades 30-30-30 and 30-50-30. Two widths 36" and 48".

Use Leatherback sales-priced, quality, complete line to keep down inventory, save floor space and slash freight cost. Order mixed truck or car from your Distributor.

Write for handy swatch book.

Protective Papers, Inc.

General Office and Plant • UNION, ILLINOIS

Branch Office and Plant:
HOLLISTER
CALIFORNIA

Leatherback . . . the complete line of Building Papers



sell better!

Get your share of this year's bigger-and-better-than-ever aluminum awning market. Spaco aluminum awnings have many superior selling points and a good, fast margin of profit for the dealer. You'll find that customers prefer Spaco!

- Easy to install, no skilled labor necessary
- Removable slats for custom sizing
- Packed for easy storage, quick shipping
- Wide variety of design and color
- Lasting beauty, permanent durability

Dealerships Available

Southern Permanent Awning Co., Inc.

Huntsville

Alabama

Block, of Birmingham, Ala., the committee screened suggestions and selected most suitable detail drawings of millwork from SWA members, and then had the designs reduced to a common 3-inch scale.

Each kit contains tabbed folders with the following contents: architectural specifications; cabinets; commercial standards for woodwork; doors; entrances, blinds, and louvers; frames—door and window; mantels; molding and trim; stairwork; window units.

This useful kit includes 102 detail drawings.

A total of 2,100 SWA millwork kits were printed for distribution by members to their customers among architects and contractors.

At the recent spring meeting of the Southern Woodwork Assn., in New Orleans, La., the manufacturers voted to explore and promote a national federation of the sectional architectural millwork organizations. It also launched a drive to develop a design book on monumental millwork and to make a stronger bid for this type of business.

Thompson Heads Texas Lumber Producers

Clyde Thompson, of the Southern Pine Lumber Co., Diboll, was elected president of the Texas Lumber Manufacturers Assn. May 16 at the annual meeting, held at Boggy Slough Hunting Lodge, west of Lufkin.

Other elected officers are W. A. Weems, W. T. Carter Lumber Co., Camden, first vice-president; Paul Hursey, Kurth Lumber Co., Jasper, second vice-president; and A. E. Cudlipp, Lufkin Foundry and Machine Co., Lufkin, secretary-treasurer.

Principal speaker was Lloyd M. Bentsen Jr., U. S. representative for the 15th district of Texas. In discussing present-day government, Bentsen likened the Federal, state, and local governments to a business enterprise in which 150 million people were shareholders. "If all 150 million would concern themselves more directly with the operations of this corporation, it once again would get on its feet and perform useful and necessary services to all," the congressman said.

He deplored the fact that members of Congress are not informed completely of U. S. government operations. He said that each year when the various agencies come to Congress to ask for appropriations for the coming year, they flood the members of Congress with information as to what is going on in each agency.

"Yet, after those appropriation bills become law, information stops as if by magic. The light goes out

and we are left in the dark to grope until the following year," he said.

Bentsen agreed that everyone wants peace in Korea, but an honorable one. The peace overtures by the Communists now should be viewed carefully, the speaker warned. "This is not the first time they have extended the olive branch only to use prolonged negotiations to give them time to build their aggressive forces."

"We should enter into peace negotiations with an early limitation on negotiating to work for a settlement pronto—but to pull out just as fast from a propagandizing shroud if we find that this is just another bid for playing on the emotions of the free world to divide its alliance."

New directors named at the meeting include Ed Boettcher, A. L. Carter, S. B. Crawford, A. W. Dainwood, T. N. Dunnam, R. M. Eagle, Nelson Edens, J. B. Edens, Robert H. Evans, E. A. Farley, J. C. Ferguson, H. N. Grogan, J. K. Herndon, S. W. Henderson Jr., Paul Hursey, E. L. Kurth Jr., E. L. Kurth Sr., J. H. Kurth Jr., C. E. Miller, I. R. Palmer, G. T. Paterson, G. W. Petty, E. G. Prud'homme, Sam Reid, J. W. Richards, H. M. Seaman, Arthur Temple Jr., Clyde Thompson, T. G. Tilford, Temple Weber, W. A. Weems, and Clyde Woodward.

AVAILABLE
AT ALL
TIMES

KILN DRIED HARD- WOOD Lumber

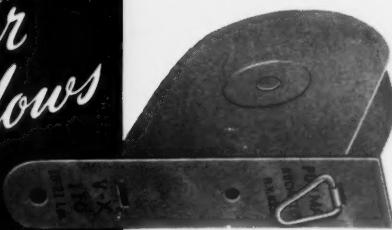
Any quantity up to carload lots for immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Butternut, Poplar, Basswood, Prima Vera, Idaho White Pine.

CHESTER B. STEM, INC.



657 Grant Line Road
New Albany, Ind.

Better Windows



TRULY COUNTERBALANCED

- lower cost
- installed faster
- for better styling

Engineered Balancing

- Never Needs
Adjusting

Now Nearing 70 Years
of Service to the Industry.

LIFETIME GUARANTEE

Pullman Sash Balances are guaranteed against imperfect workmanship or materials for the life of the building in which they're installed.

PULLMAN Sash Balances

Inexpensive windows make an excellent selling point when they're hung with Pullman Sash Balances. Weathertight, noiseless, trouble-free operation. Alert architects now specifying them for homes, schools, hospitals—all kinds of commercial and industrial buildings. The Pullman method permits quick installation (10 to 15 minutes per window), uniform mortise size—wide scope in window design, maximum light area. Write today for full specs: Pullman Manufacturing Corp., 325 Hollenbeck St., Rochester 5, N. Y.

ORDER NOW! IMMEDIATE SHIPMENT

Peerless FIREPLACE DAMPERS

CAST
IRON

Built right—priced right.
All sizes 24" to 68". Rotary
poker or chain control. Crated to assure safe
shipment, storage and ultimate delivery to your customer.



ALL
STEEL

The nation's
best Steel Damper—best
design—most rigid construction sizes 30-42"
... low cost. All dampers finished in red oxide.

Write for free catalog also containing details on "How to plan a successful fire place."

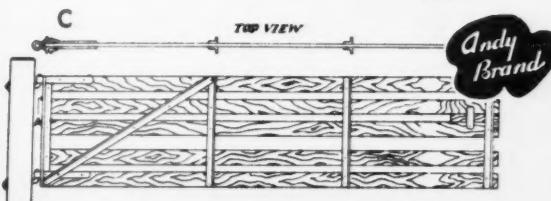
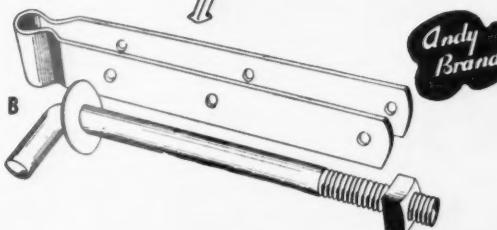
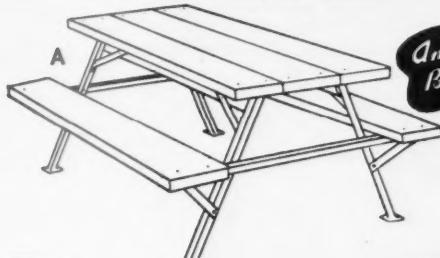
Smart dealers are selling distinctive Peerless Fireplace Fixtures
... add them to your display... boost sales and profits.
Write for complete catalog and prices today.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

WANTED!

SOUTHERN DEALERS AND
DISTRIBUTORS* TO HANDLE THE
ANDY BRAND PRODUCTS
ON AN EXCLUSIVE BASIS.

(Some distributorships still available)



Here's the facts on Americas finest Farm Gate Hardware
offering you real profits on hardware and lumber sales.
Immediate delivery on all items.

A. PICNIC TABLE STANDARDS — No. AB 392 Won't sink into lawn, quickly taken apart for storage, easy to assemble. Consists of 2-1/4" x 1-1/4" x 1/8" re-rolled rail steel angle iron standards and all plated nuts and bolts. For tables 4 to 9 ft. long, 30" table top and 10" to 12" seats. Standard table heights. Packed in complete sets with construction blueprint. AB 392 Jr.—Kiddie size table — top is 21" high, seat 13" high, top 20" wide.

B. LIGHT AND HEAVY DUTY FARM GATE HINGE SETS — No. AB 241 designed for swinging 1" lumber gates, 3/4" hanger bolts for posts up to 10" diameter. Complete with plated bolts, nuts, washers. Construction blueprint. No. AB 245 same, except designed for swinging heavy duty 2" lumber gates.

C. FARM GATE IRONS — No. AB 5804 Build the best for less with these husky irons. Consists of all hardware for both sides of gate. Full 1" x 1" x 1/8" re-rolled rail steel angles. 4 pair upright braces. Exclusive diagonal brace, plated nuts and bolts. Packed in complete sets with construction blueprint.

ANDERSON PRODUCTS MANUFACTURING CO.
524 N. HIGHLAND, AURORA, ILLINOIS

Please send complete data and prices including bulk quantity discounts to

Name _____

Address _____

City _____ Zone _____ State _____

Kindly check Dealer Distributor

Use of Plastics O. K.

The Building Officials Conference of America has approved a set of regulations for the use of plastics in building. They are among 68 changes made in the BOCA code at a recent meeting in Dallas, Tex.

This is the first time plastics regulations have been added to a major building code, according to Albert H. Baum of St. Louis, Mo., chairman of the code committee.

As a result, BOCA requires that plastic materials be identified. They will be tested for strength, durability, fire-resistance, and other qualities.

'GOLDEN' DESIGN

(From page 39)

mill, equipped with the latest type ball-bearing machinery.

The firm builds truck, wagon, and farm-trailer bodies and repairs wagons, farm implements, lawn mowers, and similar equipment. It sharpens plows and mowers. Welding service is provided to purchasers of Roebuck's large stock of rod, rolled, and plate steel.

Another service that brings in many farm customers is the firm's seed-processing plant for cooperative germinating and purity seed tests.

Foster, himself, designed the new building and its display and office areas and fixtures. He reported that floor traffic has increased steadily since completion of the modernization. Annual sales now are running about \$750,000.

The Roebuck Gin and Lumber Company operates 12 delivery trucks. Its annual payroll runs about \$80,000.

CHARLESTON, W. VA.: The R. H. Kyle Co., 1354 Hansford St., has been appointed distributors in West Virginia for Tracy steel kitchens by the Edgewater Steel Co., Pittsburgh.

has served on the board several years.

PITTSBURGH, PA.: The Houston-Starr Co. has been appointed distributor for the insulating fiber glass made by Libbey-Owens-Ford. West Virginia dealers will be served by this distributor.

ATLANTA, GA.: Charles A. Chase Jr. succeeded Jim Williams as sales representative for the Zuber Lumber Co. He serves north Georgia dealers. The Zuber firm recently added to its line packaged white pine window and door trim, with matching lineal trim.

CHARLESTON, W. VA.: The R. H. Kyle Co., 1354 Hansford St., has been appointed distributors in West Virginia for Tracy steel kitchens by the Edgewater Steel Co., Pittsburgh.

ATLANTA, GA.: The F. Graham Williams Co. is now distributor for Celetox Cemesto structural insulating panels in this area.

BEAUMONT, TEX.: A new supply firm, the Hollywood Builders Hardware Co., recently opened here. Eugene L. Crosland is owner.

KANSAS CITY, KAN.: The Lumbermen's Supply Co. is building a new storage building at a cost of about \$65,000. The former storage

ARNOLD AWN-WIN (Awning-Type Window)

SELL FASTER BECAUSE OF
THESE EXCLUSIVE FEATURES

No puttying or
field glazing required

Glass vents are
pre-glazed and can
be installed with
merely four screws

No up-keep or
maintenance cost

Write, wire or phone Dept. SBS-6 for
information on Arnold dealerships

ARNOLD PRODUCTS SALES CORP.

6700 N.W. 36th AVENUE • MIAMI, FLORIDA

JUNE, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Strictly WHOLESALE

MOBERLY, MO.: The Missouri Lumber Dealers Reserve, Inc., is a new firm started here to supply retailers in this section. It occupies a new two-story building with 17,000 square feet of storage space on each floor. Joseph I. Knaebel is manager.

MONTGOMERY, ALA.: William K. Thames Jr., lumber executive, has been promoted to chairman of the Alabama Liquor Control Board. He

The Majestic

UNDERGROUND GARBAGE RECEIVER

. . . will soon get its

ANNUAL SALES BOOST!

It won't be long 'til pesky insects, garbage odors, and roving dogs will be doing their part to stimulate sales — sales of Majestic Underground Garbage Receivers, that is! Storing garbage underground makes sense! Your customers will be easily convinced when you show them the many advantages.

Located near the kitchen door with only the lid showing, it's a step-saver . . . keeps yard neat and sanitary. Refuse stored below ground won't freeze or ferment. Odors are locked in, pests locked out! And toe-tip lid lift ends soiled-hand problem. Inner can easily removed for emptying . . . lasts 4 to 5 times longer than ordinary cans! Outer shell guaranteed for 10 years!

Call your jobber
today or write.



Majestic
makes a full line of
indoor and outdoor
fireplace units and
other building needs.

The Majestic Co., Inc.
414-D Erie St. Huntington, Ind.

For a Faster Turnover in
SALES and PROFITS!

OLD DOMINION BUILDING SPECIALTIES

✓ TRI-DENSE

A hardener for use in concrete, mortar and stucco. Reduces cold weather hazards, permits faster placing, more rapid removal of forms. Protects mortar against FREEZING. Keeps winter work on schedule.

✓ WALL-SEAL

A transparent silicone waterproofing for exterior stucco, concrete, cinder blocks, etc. Lets masonry breathe and renders it resistant to efflorescence and staining. Easily applied with brush or spray.

✓ FLINT-TOP

A penetrating surface hardener for new and old concrete, terrazzo flooring and other concrete surfaces. Protects floors against oils, acids, salts, alkalies and many other chemicals. Retards concrete dust. Adds years to floor life.

WRITE FOR DETAILS

PERROW CHEMICAL CO., Hurt, Virginia

WHEN YOU WRITE

To Advertisers In
This Magazine

TELL THEM

You Read About It In

Southern
BUILDING SUPPLIES

the
secret of
beautiful
wallboard
precision routed grooves

Dec-ore wallboard is distinctively patterned with precision routed grooves with tapered rounded edges. Made of $\frac{1}{8}$ " tempered hardboard, Dec-ore offers the highest quality baked enamel finish and a full selection of colors. Available in three popular sizes: 4 ft. x 4 ft., 4 ft. x 6 ft., 4 ft. x 8 ft.

DEC-ORE
WALLBOARD

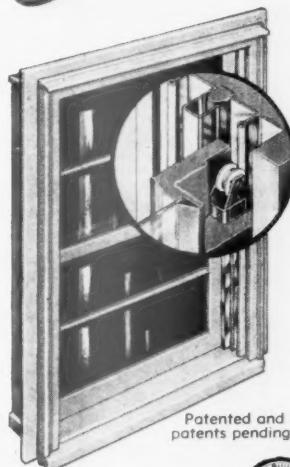
Three Styles:
4 inch tile
12 inch horizontal
Plain

Decorite offers a complete line of metal trim and moldings to compliment the Dec-ore wallboard line. Overnight delivery within trucking range of Atlanta or Dallas. Write today for samples and complete dealer prices.

DECORITE
Incorporated
2116 Peachtree Rd.
Atlanta, Ga. 2915 San Jacinto St.
Dallas, Texas

Huttig

ROLL-LIFT
WINDOW UNIT



Patented and
patents pending.
Write for descriptive folder
with full information.



THE WINDOW THAT
ROLLS
UP AND DOWN

A New Principle
Eliminates
Weatherstrip Drag
Makes Windows Easy
to Raise

— Plus —
**REMOV-A-MATIC
SASH**

Which Can Be Easily
Removed and Replaced



SEE YOUR LUMBER DEALER
HUTTIG SASH & DOOR CO., ST. LOUIS, MO.

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. •
Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va.
• Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash &
Door Co., Memphis, Tenn.

building was nearly destroyed by fire earlier this year.

OKLAHOMA CITY, OKLA.: The Warr-Caston Lumber Co. has a new building to replace one recently destroyed by fire. It contains 20,000 square feet of space on one floor.

MEMPHIS, TENN.: The Memphis Wholesale Lumber Co. recently was granted a charter to buy and sell lumber. Owners are J. S. Allen, Hubert A. McBride, and J. J. Doggett.

CORPUS CHRISTI, TEX.: W. G. Gower, building specialties dealer, has been appointed distributor for the Ra-Tox folding wood-fabric door line in this area.

KANSAS CITY, MO.: The Lumber Products Sales Co., has been established here in the Reliance Building. E. A. Nielsen is president and John M. Webster, vice-president.

BIRMINGHAM, ALA.: New branch manager of U. S. Mengel Plywoods, Inc., here is Tom Attaway. He formerly was a salesman in the Tampa territory and then representative of the architectural service department for all three Florida branches. He succeeded John Striplin here. Striplin has been transferred back to Atlanta, where he is now architectural service representative.

NPDA to Sun Valley

Members of the National Plywood Distributors Assn. will convene at Sun Valley Lodge, Sun Valley, Idaho, for their 11th annual meeting, June 23-27. Special trains have been scheduled to carry distributors from all parts of the nation.

The convention is open to distributors who are not members of the association. They can make advance reservations through the NPDA office, Room 2240, 20 North Wacker Drive, Chicago 6, Ill.

Louisiana Jobber Sets Armstrong Sales Record

The Armstrong Cork Co. held its sixth annual convention for wholesalers of its building materials in Lancaster, Pa., April 16-17.

The Dealers Supply Co., Monroe, La., received a plaque for having the best national sales performance record in Armstrong's Cushion-tone acoustical material. W. D. Bates represented the firm at the meeting.

Five new members were elected to the Building Materials Division Wholesalers' Policy Committee. It is made up of representatives of dis-

tributorships in five geographical sections of the country and six members of Armstrong management.

Elected were John S. Linton, Binswanger and Co., Inc., Columbia, S. C.; J. A. Henrichs, General Metals Manufacturing Co., Wichita, Kan.; W. H. Crannell Jr., Troy, N. Y.; H. M. Hadley, Grand Rapids, Mich., and J. G. McMann, Denver, Colo.

Adds Monarch Cutters

Texas Foundries, Inc., of Lufkin, Tex., now make and distribute Monarch asbestos siding and shingle cutters. The line formerly was handled by the Tri-States Building Materials Co.

Texas Foundries also produce the Scout, a small utility cutter for asbestos materials.

More Georgia Members

At a board of directors meeting of the Building Material Merchants of Georgia in Atlanta May 20, President W. O. McNair presented plans for an intensive drive to recruit more Georgia lumber dealers as members. Plans for the first Southeast Building Material Show were reviewed.

Sell one — or a complete set

Idealex and
Idealatches



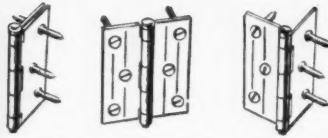
With or without key locking. Three 3/16" hole installation. Streamlined beauty. Adjustable for 9/16" to 1 1/8" doors. Reversible.

Ideal
Closer



Lubricated for long life. Simple application. Enclosed shock absorber spring. Hold-open feature. Display models available with each half-dozen.

Ideal
Hinges



Plated or Stainless Steel and Brass Metal.

For SCREEN DOORS

Write for full description, price and delivery on these and other items.

Ideal

IDEAL BRASS WORKS, Inc.

250 East 5th St.

St. Paul 1, Minn.

USE KOKOMO KORNERS

- for Asbestos Siding
- for Lap or Bevel Siding
- for Wood Shingle Siding

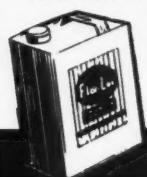


They save application time and money, add to appearance and durability. Kokomo Korners simplify fitting, eliminate split siding, and planing or cutting at corners. Corners for wood bevel siding are aluminum, others are zinc, some available in colors. Holes provided where they are to be nailed. For complete details and free samples write—

BUGHER MANUFACTURING CO.
211 S. Main St. Kokomo, Ind.

SELL Flor-Lac FOR FINISHING FLOORS!

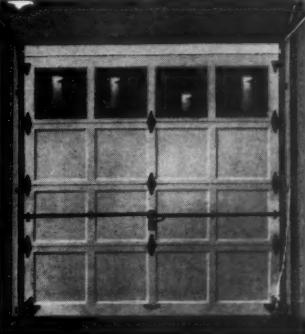
Floormen, builders, and suppliers everywhere are singing the praises of this wonderful floor sealer-finish that does not raise grain, dries in 20 minutes to a beautiful high luster! For new and old floors! Fresh pine scent! PROVEN superior! Let customers TRY it.



Send for FREE SAMPLE!

SEABOARD LACQUER CO.
Baltimore 15, Maryland

**GARAGE
DOORS
and
Electric
OPERATORS
by
WAGNER**



"ROLLEZY"—Model 326 Overhead Door (illustrated above) is now made in 33 standard sizes from 8' x 6' 6" to 16' x 7'. Here's a top quality, easy operating, low priced door that will win trade and hold it for you.

"GLIDEOVER"—Made in a wide range of overhead models and sizes from 8' x 7' to 24' x 24', which enables you to meet all residential and commercial requirements.

"AUTOMATIC DOORMAN"—The magic push button electric operator for opening and closing ANY make or type of sectional overhead garage doors and most makes and types of one-piece doors.

Ask for Garage Door Bulletin SB-53.

Also

- Sawhorse Trestles
- Scaffold Brackets
- Roof Brackets
- Folding Ladder Brackets
- Farm Building Hardware and Specialties

Ask for
Bulletin SBG-53

WAGNER MANUFACTURING COMPANY
CEDAR FALLS, IOWA, U.S.A.

**IMMEDIATE
DELIVERY!**

Stock and Sell
BESSLER
DISAPPEARING
STAIRWAYS



FREE!
New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

Bessler Disappearing Stairway Co., 1900 E. Market St., Akron 5, O.



DENISTON
Triple-Lock, Lead-Seal
ROOFING NAILS

**THEY'LL
Sell
IF YOU'LL
Tell
THESE
FACTS...**

LEAD-SEAL Lead is under the head and down the shank. When the nail is driven, the hole around the nail is plugged with lead and the break in the galvanizing is completely covered, to form a perfect double seal.

TRIPLE-LOCK

DRIVE SCREW SHANK

... makes the nail turn and hold like a screw. It holds with a powerful, unyielding grip. Threads are deep and sharp because they are formed after galvanizing.

As the "bump" is forced through the sheet, the sheet springs back over the bump — this effectively prevents the nail from working out. The nail, lead and sheet are solidly locked together.

For Galvanized and Aluminum Roofing

What an advantage it is to offer a nail that has everything—a nail which sells itself on the strength of its own qualities—a nail around which you can wrap a real sales story.

You can't lose when you offer Deniston Triple-Lock Lead-Seal Roofing Nails. Get the facts and tell the facts.



The DENISTON COMPANY

4856 South Western Avenue, Chicago 9, Illinois

Please send me without cost

Directions Booklet Complete price information
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Affiliated National Hotels	86	Gilbert Co., S. P.	*
Air Control Products, Inc.	24	Goetze Co., Earl	*
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Armstrong Co., The	*	Harloc Products Corp.	93
Arnold Products Sales Corp.	100	Hawkins Iron Company	68
Arvin Corporation	*	Hawkins, Milton A.	94
Asbestone Corp.	*	Hayes, Jack	81
Associated Plywood Mills, Inc.	27	Haymans, W. H.	*
Atlantic Steel Company	6	Heatlator, Inc.	*

B

B & T Metals Co.	*	Hoffner, Harry A.	14
Baldwin & Sons, Lawrence J.	*	Horwitz, A. L.	*
Barclay Mfg. Co.	10	Hope's Windows, Inc.	*
Barrett Div. (Allied Chemical & Dye Corp.)	20	Hough Shade Corp.	82
Besser Disappearing Stairway Co.	103	Houk, J. T.	97
Biglin Co., Inc., H. C.	69	Howard, Summer W. B.	*
Bone-Crow Co.	*	Howell Mfg. Co., The	*
Bowers Jr., R. P.	29	Hunter Fan & Ventilating Co., Inc.	71
Boyette & Son Inc., Edwin C.	*	Hutting Sash & Door Co.	101
Braeckels, Inc.	*		
Bremer, Joseph H.	89		
Brett, John F.	*		
Bryner & Spranley, Inc.	*		
Bugher Mfg. Co.	102		
Builders Products Co.	59		
Burns Manufacturing Co.	29		
Burton, Robert S.	*		

C

Caldwell Mfg. Co.	96	Kearns & Mattison Co.	*
California Redwood Association	*	Kemp, S. H.	70
Cameron & Co., Wm.	*	Keystone Wire Cloth Co.	*
Cameron and Richardson	*		
Carlise, Ray	*		
Carolina Sta-Dri	*		
Carter Co., H. V.	62 and 63	Ledford Sales Agency, L. O.	*
Carey Manufacturing Co., Philip	106	Leigh Building Products Div. Air Control Products, Inc.	24
Casings, Inc.	*	Leonard, R. B.	26
Cavert & Lypscomb	*	Libbey-Owens-Ford Glass Co.	*
Celotex Corp., The	*	Livingstain Co., Harry	13
Certain-teed Products Corp.	*	Lockport Cotton Batting Co.	32
Chapman Chemical Co.	*	Lone Star Cement Corp.	89
Chiopee Mfg. Co.	*	Longview Lime Corp.	84
Clements, A. J.	81	Loxgreen Co.	*
Coal Chemicals Division United States Steel Corp.	17 and 18	Loyd Factory Sales Agent, J. A.	
Colonial Cedar Co., Inc.	55	Ludman Corporation	
Conrad Co., Curt H.	*		
Consolidated Iron-Steel Mfg. Co.	*		
Conway, Jack	*		
Conway & Co., M.	93		
Coyle and Sons, George P.	Second Cover		
Cruze, Fred C.	95		
Cumberland Portland Cement Co.	23		
Currie, George F.	29, 92 and 98		
Currie Co., Inc.	*		
Curtis Companies, Inc.	*		

D

Dapco Products	*	McKnight Co.	*
Davis Co., H. B.	*	Majestic Mfg. Company	*
Davis, Marion T.	96	Mann and Co., J. T.	100
Davis Mfg. Co.	28	March, Inc., E. L.	*
D'Armond, D. E.	*	Marquette Cement Mfg. Co.	57
Decorite, Inc.	101	Marsh Wall Products, Inc.	78
Deniston Co.	108	Masonite Corporation	53
Detroit Steel Products Co.	79	Mengel Co.	21
Dickey Clay Mfg. Co., W. S.	45 and 47	Meronay Co., Cy	106
Dicks-Pontius Co.	*	Metal Trims, Inc.	76
Dixie Lumber Co., Inc.	95	Meyer, B. F.	89
Donley Bros. Co.	1	Miami Window Corp.	Second Cover
Douglas Fir Plywood Assn.	49	Midwestern Sales Co.	76
Drywall Trim, Inc.	*	Miracle Adhesives Corp.	*
Duffy, J. L.	95	Miratile Company	*
Dunlap, W. T.	*	Monarch Metal Weatherstrip Corp.	82
Duplex Hanger Co., The	*	Morris, J. L.	95
		Mound City Paint & Color Co.	*
		Murphy, D. T.	61
		Murray Company of Texas	69
		Murray, L. E.	*

E

Ericsson Jr., B. E.	*	National Guard Products, Inc.	74
Everett & Co., John T.	14	National Gypsum Company	*
Excell Engr. & Supply, Inc.	*	National Lock Co.	106
Ez-Way Sales, Inc.	92 and 98	National Woodworks	77

F

Flack-Jones Lumber Co.	*	Nichols Wire & Aluminum Co.	*
Flintkote Co.	25	North, J. Scoby	96
Foldaway Stairway Co.	*	North, Joseph T.	70
Foster, Q. T.	68		
Fuller Jr., L. G.	84		

G

Gaskin Jr., T. A.	*	O'Conee Clay Prod. Co.	*
Gaston, Brice G.	*	One-Der Frame Corporation	90
Gate City Sash & Door Co.	67	O'Rourke, James	97
Georgia-Pacific Plywood Co.	19	Owens-Corning Fiberglas Corp.	*

INDEX

Plasteron Wallboard Co.	*
Powell Co., A. T.	72
Precision Parts Corp.	85
Prestile Mfg. Co.	84
Prince, Albert J.	76
Proctor & Co., E. W.	76, 93 and Third Cover
Protective Papers, Inc.	97
Pullman Mfg. Corp.	99
Q	
Quetaire Corporation	*
R	
Red Cedar Shingle Bureau	65
Reed Unit Fans, Inc.	105
Renard, R. H.	101
Resolite Corp.	80
Reynolds Metal Company, The	*
Roach & Musser Co.	4
Roberts, Gerald	68
Roop Co., A. H.	*
Ross Carrier Co., The	61
R. O. W. Distributors	61
Ruberoid Company	51
Rudiger-Lang Co.	72
Ryan Sales Corp.	*
S	
S & S Sales Co.	99
Sanders, Sam G.	97
Sain, Wm. T.	*
Seaboard Lacquer Co.	102
Seidel Mfg. Co.	68 and 96
Selinger, Elliot R.	96
Sisalkraft Co.	95
Smith, J. Paul	25, 59, 70 and Second Cover
Southern Associates	*
Southern Coatings & Chemical Co.	16
Southern Metal Products Corp.	*
Southern Permanent Awning Co., Inc.	98
Southern States Iron Roofing (Alsynite)	12
Southern States Iron Roofing Co. (SSIRC)	11
Southern States Iron Roofing Co. (Barclay Mfg. Co.)	10
Southern States Iron Roofing Co. (Perma Products)	*
Southwood Corp.	*
Speed-Address Co.	94
Spentzos, Jim	100
Stair, James A.	76
Stanley Works, The	94
Stem, Inc., Chester B.	98
Stovall, W. H.	*
Superior Wall Prod. Co.	Third Cover
T	
Tennessee Products & Chemical Corp.	*
Texas Co., The	22
Traylor-Everett & Co.	68
Trimble Co., Inc., C. R.	105
Trinity Div., General Portland Cement Co.	*
Tri-State Building Service	82
Trowbridge, Lewis C.	100
Turner & Seymour Mfg. Co.	*
Turpentine & Rosin Factors, Inc.	88
Tylac Co.	*
U	
Union Aluminum Co.	59
Union Lumber Co.	66
U. S. Plywood Corp. (Industrial Adhesive Div.)	*
U. S. Plywood Corp.	*
United States Steel Corp. Coal Chemicals Division	17 and 18
United States Treasury	83
Universal Window Corp.	*
Upson Co.	*
Utley, Inc., Withers Clay	*
V	
Vento Steel Prod. Corp.	*
Vos Company	84
W	
Wagner Mfg. Co.	103
Wallace Manufacturing Co.	*
Weatherproof Products Corp.	73
Wel-Bilt Prod. Co.	*
Western Pine Assoc.	97
Weyerhaeuser Sales Co.	*
Whitton, R. E. L.	*
Wicker Sales Co.	84
Wickwire Bros., Inc.	*
Williams, Grainger	97
Womble Co., Murray R.	94
Wood Conversion Company	*
Wood Treating Chemicals Co.	81
Wood Window Program	*
Woods, Edwin C.	100
Word Lumber Co., W. J.	96
Wright Co., L. K.	84
Y	
Yauger & Co., Jack	*
Youngstown Manufacturing, Inc.	2 and 3
Z	
Zegars, Inc.	*
Zimmerman, Fred H.	*
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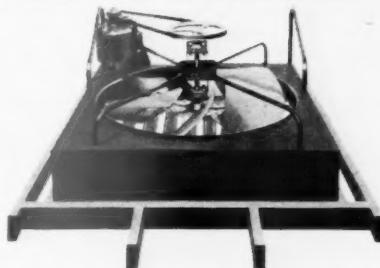
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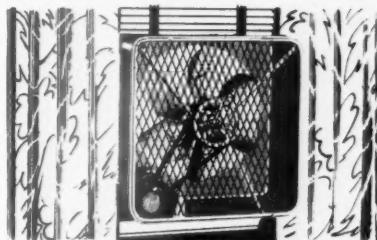
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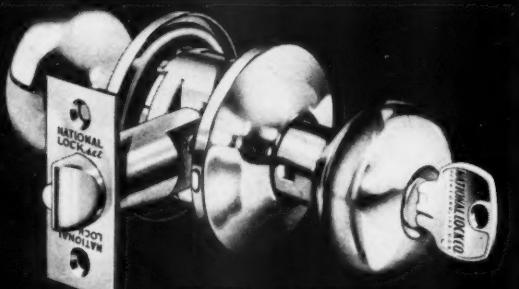
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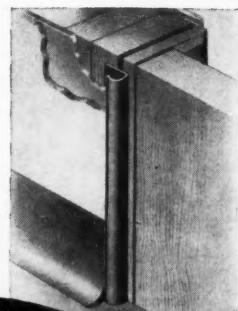
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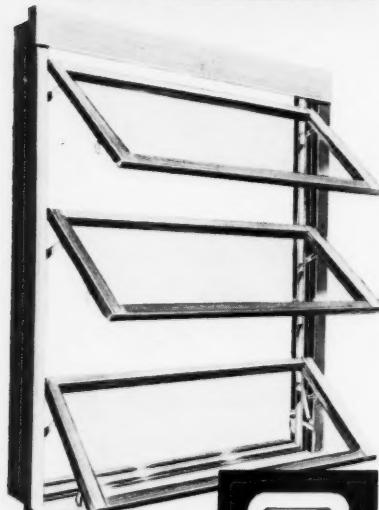
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